About Dr. Bob Nelson

Bob Nelson is one of the world’s leading authorities on employee motivation & management and president of Nelson Motivation Inc., a management training and consulting company that specializes in helping organizations improve their management practices, programs and systems. He is a co-founder of Recognition Professionals International and worked closely with Dr. Ken Blanchard (the One Minute Manager) as his vice president, chief of staff and ghost writer for ten years.

Dr. Nelson has sold 3 million books on management and employee motivation, including 1001 Ways to Reward Employees (now in its 52nd printing), The 1001 Rewards & Recognition Fieldbook, 1001 Ways to Energize Employees, 1001 Ways to Take Initiative at Work, The Management Bible, among others.

He has appeared extensively in the national media including CNN, MSNBC, PBS, NPR and CBS’ 60 Minutes; and has been featured in The New York Times, The Wall Street Journal, The Washington Post, The Chicago Tribune, Fortune, BusinessWeek and Inc. magazines, and numerous other publications to discuss how to best motivate today’s employees.

He received an MBA in organizational behavior from UC Berkeley and earned his PhD in management with Dr. Peter Drucker at The Peter F. Drucker Graduate Management School of the Claremont Graduate University in Los Angeles where his doctoral dissertation was on "Factors that Encourage or Inhibit the Use of Non-Monetary Recognition by U.S. Managers." Dr. Nelson teaches organizational behavior at The Rady School of Management at the University of California in San Diego.