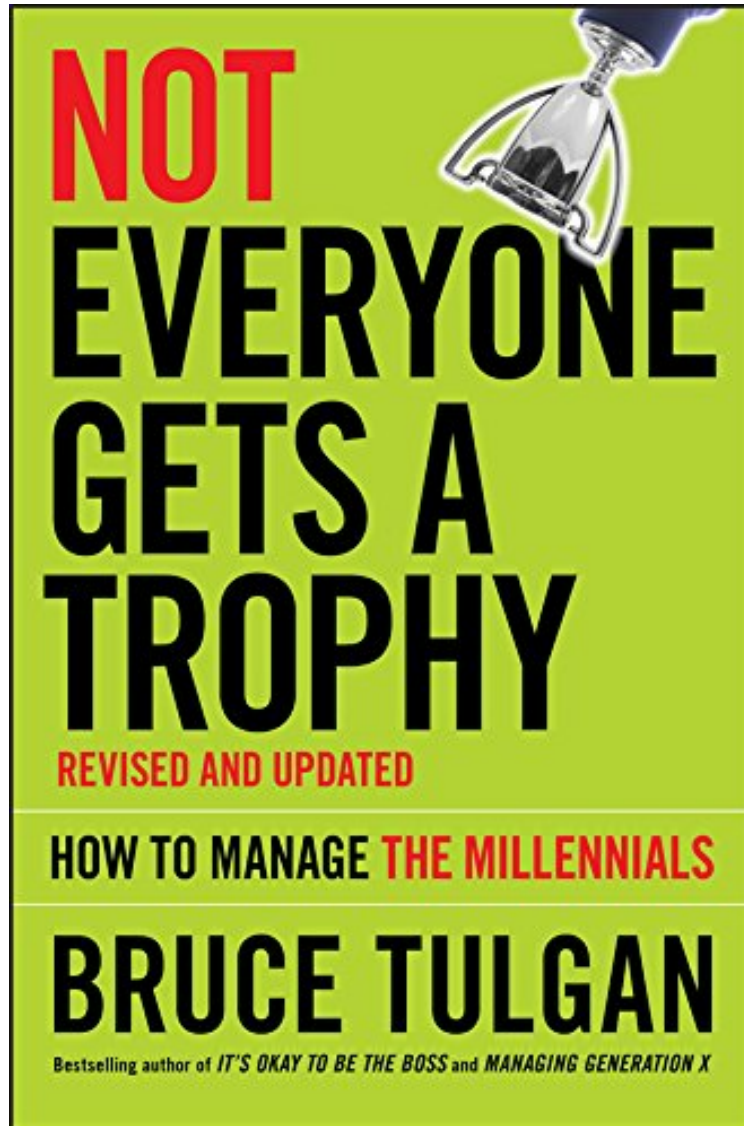


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Not Everyone Gets A Trophy: How to Manage the Millennials

Bruce Tulgan

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professionals who manage people need to read this book

Adapt your management methods to harness Millennial potential Not Everyone Gets a Trophy: How to Manage the Millennials provides employers with a workable game plan for turning Millennials into the stellar workforce they have the potential to be. The culmination of over two decades of research, this book provides employers with a practical framework for engaging, developing, and retaining the new generation of employees. This new revised and updated edition expands the discussion to include the new 'second-wave' Millennials, those Tulgan refers to as 'Generation Z,' and explores the ways in which these methods and tactics are becoming increasingly critical in the face of the profoundly changing global workforce. Baby Boomers are aging out and the newest generation is flowing in. Savvy employers are proactively harnessing the talent and potential these younger workers bring to the table. This book shows how to become a savvy employer and Understand the generational shift occurring in the workplace Recruit, motivate, engage, and retain the newest new young workforce Discover best practices through proven strategies, case studies, and step-by-step instructions Explore new research on the second-wave Millennials ('Generation Z') as well as continuing research on the first-wave Millennials ('Generation Y') Teach Millennials how to manage themselves, help their managers manage them, and how to become new leaders themselves It's not your imagination; Millennials workers are different, but that difference is shaped by the same forces that make potentially exceptional workers. Employers who can engage Millennials' passion and loyalty have great things ahead. Not Everyone Gets a Trophy is your handbook for building the next great workforce.

From the Inside Flap Based on more than a decade of research, Not Everyone Gets a Trophy reframes Generation Y (those born between 1978 and 1990) at a time when many employers are struggling to engage, develop, and retain them. Bruce Tulgan declares that Generation Y is the most high-maintenance workforce in history, but he argues that they also have the potential to be the most high-performing workforce in history. As he does in his seminars, Bruce presents poignant quotes from Gen Yers and those who manage them, putting the two perspectives in conversation throughout the book. Not Everyone Gets a Trophy does what no other study of Generation Y has done: Debunks the fourteen most common myths about Generation Y in the workplace. Shows managers how to tune-in to Gen Yers' "short-term and transactional" mindset. Argues that the key to success is not trying to make the workplace "fun." Rather, the key is strong, highly engaged leadership. He devotes an entire chapter to what he calls "in loco parentis management." Provides proven, step-by-step best practices for getting Gen Yers onboard and up-to-speed; giving them the context they lack, teaching them how to manage themselves and how to be managed, and turning the very best into new leaders. Not Everyone Gets a Trophy is the essential guide for winning the talent wars and managing Generation Y. From the Back Cover Praise for Not Everyone Gets a Trophy "Thanks to Bruce, a management revolution has taken place at Joe's Crab Shack. His step-by-step approach and expert insight into generation X and Y have empowered our leaders to become great managers." —Ray Blanchette, president and CEO, Joe's Crab Shack "If anyone deserves a trophy it's Bruce Tulgan for helping us crack the code on understanding this new generation in the workforce. I hope he's made some room on his mantle!" —Marianne Brush, executive vice president, Massachusetts Society of CPAs "Bruce Tulgan is a leader on this subject, and he has written a superb book that is colorful, warm, research-based, and above all, useful. His clear tips provide anyone in a supervisory position with the data they need to engage, develop, and retain Generation Y employees." —Beverly Kaye, coauthor of the best-selling Love 'Em or Lose 'Em: Getting Good People to Stay "Bruce's research on Generation Y has had a powerful impact on our leadership team. If you want a real strategic advantage in recruiting, managing, and retaining Generation Y, read this book." Greg Lucier, chairman and CEO, Invitrogen Corporation "Professionals across all industries will find Bruce's analysis of Generation Y in the workplace spot-on. He dispels the myths and provides a fresh interpretation that makes sense to those of us who have already tried the more traditional approaches to engage, train, and retain these folks. This book is a must-have tool!" —Samantha Snyder, director, Kaufman Rossin University, Kaufman, Rossin Co. "Bruce has taught many of us the importance of communicating with our workforce in a manner where workers know what is expected of them and managers provide regular feedback on how well those expectations are being met. This book helps us accomplish this more effectively with Generation Y." —Thomas A. Cappello, medical center director, North Florida/South Georgia VA Health System About the Author Bruce Tulgan is internationally recognized as the leading expert on young people in the workplace. He is an advisor to business leaders and the author or coauthor of sixteen books, including the classic Managing Generation X and the bestseller It's Okay to Be the Boss. Since founding the management training firm Rainmaker Thinking, he has been a sought-after keynote speaker and seminar leader. Tulgan's work has been the subject of thousands of news stories, and he has written for dozens of publications, including the New York Times, USA Today, Human Resources Magazine, and the Harvard Business Review. He also holds a fourth-degree black belt in karate and is married to Debby Applegate, winner of the 2007 Pulitzer Prize for Biography.