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Dedication; Contents; Acknowledgments; Introduction; 1 Gaining INSIGHT into Gen Ys; Redefining Workplace Boundaries; Expectations and Assumptions; Questions to Ask Gen Ys about Boundaries; Meet the Helicopter and Lawnmower Parents!; Transparency in the Workplace; The Rubric Generation; GenNext at Southern California Edison; Key Takeaways for Achieving Insight: Ways to Better Understand Gen Y; 2 Understanding Gen Y POTENTIAL; What's with the Tattoos?; How to Engage in a Conversation about Tattoos; Why So Entitled? How to Talk to Someone Who Appears Entitled; Partner Mentoring; What Motivates Millennials?; Do You Need a Generational Resource Group?; Key Takeaways for Engaging Millennials to Achieve Their Full Potential; 3 What TRUST Means to Gen Ys; What Does Trust Mean in the Workplace?; Improving Trust by Investing Trust; The Results-Only Workplace (ROWE); Trust Talk; Command and Control versus Collaboration; The Impact of Conflict on Millennials; Resolving Conflict; Adulthood; A New Approach; Building Trust-Start with an "A"; Leading in the Networked Environment Key Takeaways for Building Trust: Isn't That Cheating? 4 Helping Gen Ys to Develop ACUMEN; Coaching for the Development of Acumen; Improving Communication by Understanding Gen Ys' Work Habits; Closing the Work Ethic Standards Gap; Controlling Controllables; Cultivating Professionalism; Fear of Failure; Connecting: Northrop Grumman; Key Takeaways for Helping Gen Ys to Develop Business Acumen; Coaching Passion Guidelines; How Passion Gets Results!; Ten Behaviors for Encouraging Millennials' Passion; Managing beyond the iFF Factor (iFocusFilter); The Role of Social Media Ways That Businesses Can Engage Millennials' Passions Key Takeaways for Encouraging Gen Y's Passion for Their Work; 5 Supporting Gen Ys to Find Their PASSION; 6 Building RELATIONSHIPS with Gen Ys; Do It R.I.G. H.T!; Leveraging Intent to Support Effective Relationships; How Do You Repair Broken Relationships?; How Appreciation Supports Relationship Leadership; How Millennials Show Their Appreciation: Rate My Boss!; The Millennials: Johnson & Johnson; Key Takeaways for Building Relationships by Understanding What Motivates Gen Ys; 7 How to INTERVIEW and ONBOARD Gen Y Talent Generational Messaging Questions You Wouldn't Expect during a Gen Y Interview; About Those Millennial Resumes ...; Interviewing Questions for Millennial Talent; Onboarding Gen Y New Hires; Creating an Onboarding Roadmap; Global New Directions: General Electric; Key Takeaways for Embracing Discovery: The Importance of Being Gen Y Friendly The Future of Gen Y; The Future of Gen Y; Notes; About the Author

Sommario/riassunto

With four generations simultaneously co-habiting today's workplace, miscommunication and dissatisfaction are prevalent. Generation Y is the newest generation to enter our workforce and they pose a whole new set of particularly thorny issues, especially when it is their elders who must manage them. So how can you, as a leader, help them reach thei