

1. Record Nr.	UNINA9910814785803321
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Titolo	Gen Y now : millennials and the evolution of leadership // John W. "Buddy" Hobart and Herb Sendek
Pubbl/distr/stampa	San Francisco, California : , : John Wiley & Sons, , 2014 ©2014
ISBN	1-118-89983-0 1-118-89982-2
Edizione	[Second edition.]
Descrizione fisica	1 online resource (338 p.)
Classificazione	BUS030000
Disciplina	658.4/092
Soggetti	Personnel management Generation Y - Employment Young adults - Employment - United States Intergenerational relations
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Gen Y Now: Millennials and the Evolution of Leadership; Copyright; Contents; Introduction; Chapter 1: The Platform Is Burning; Back to the Future; The Time Is Now; Leadership for a New Generation; The Right Kind of Change; Conclusion; Chapter 2:For the First Time in History; The Generations; Why the Emphasis on Gen Y; The High Cost of Turnover; The Need to Retain Knowledge Capital; Conclusion; Chapter 3:Why the Negative Feelings Toward Gen Y: The Science; Prejudices; The Four Generations; Overcoming Stereotypes; Conclusion; Chapter 4: Myths; Myth 1: Gen Yers Are Slackers or Lazy Two Common Attribution Errors and the Rest of the Story Myth 2: Gen Y Needs Instant Gratification and Wants a Trophy for Just Showing Up; Gen Y Loves More Feedback; Myth 3: Gen Yers Are Disloyal and Job-Jumpers; How to Inspire Gen Y; Communicate the Big Picture; Myth 4: Gen Y Is Self-Centered and Narcissistic; Myth 5: Gen Y Is Pampered and Spoiled; Authority Figure vs. Authentic Figure; Myth 6: Gen Y Lacks Respect for Authority; Myth 7: Gen Y Feels Entitled; How You Must Deal with These Myths; Conclusion; You Have to Be a Role Model; Do Not Lower Your Standards; Chapter 5:Recession Generation

Some of the Numbers Gen Y's Response; Gen Y's Post-Recession Attitude; Our Thoughts; Conclusion; Chapter 6:Key Skills; Understanding Gen Y's Eight Key Skills; Key Skill 1: Gen Y Is Tech-Savvy; Key Skill 2: Gen Y Is Diverse; Key Skill 3: Gen Y Understands the Global Marketplace; Gen Y Thinks Globally; Key Skill 4: Gen Yers Have Good Self-Esteem; Key Skill 5: Gen Y Has a Sense of Security and Is Ambitious; Key Skill 6: Gen Y Has Life Experience in the Marketplace; Gen Y Understands the Customer Perspective; Key Skill 7: Gen Y Is Research-Oriented; Key Skill 8: Gen Yers Are Problem Solvers Conclusion Chapter 7:New Realities for Leaders; Ten New Realities About Gen Y; You Need to Enforce the New Realities; Reality Change 1: Gen Y Is Delaying Marriage and Parenthood; Reality Change 2: There Is No Stigma Associated with Moving Back Home; Reality Change 3: When Gen Y Leaves, No One Is at Fault; Reality Change 4: Gen Y "Leases" a Job; Not "Buys"; Reality Change 5: Multiple Jobs Are a Badge of Honor; Reality Change 6: Your Leadership Is Continually Being Evaluated; The Triple Bottom Line; Reality Change 7: Their Circle of Influence Is Also Watching Reality Change 8: The Extended Family Is Coming Back for Gen YReality Change 9: Gen Y Has a Vision for Themselves; Identify Gen Y's Personal Vision; Develop a Shared Vision; Reality Change 10: There Is an "Ambition Gap" Between Gen Y Men and Women; Conclusion; Chapter 8:You Have a Personal Brand; The New Leadership Brand Promise; Some Examples; What Is Your Leadership Brand?; What You Do for Employees; Better Leadership Works for Everyone; Communication Fundamentals; Choose Your Words; Nonverbal Communication Counts; Communication Involves Listening; Conclusion Chapter 9: World-Class Performers

Sommario/riassunto

Strategies for managing the real Generation Y A new generation of workers is forcing employers to rethink the workplace. Generation Y, or Millennials, bring new ideas, innovation, and energy as they enter the workforce AND their expectations and demands are unique. In Gen Y Now, top team leadership gurus Buddy Hobart and Herb Sendek explore all the myths about this up and coming generation and show you how Millennials can be your most creative, motivated, and loyal employees. This book goes from demographic research to concrete practice, explaining that Generation Y is more
