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Chapter 8: Ambassadors of the Future: Turning to Younger Workers for Strategic Insights MICROSOFT AND THE FUTURE OF WORK; SCENARIO PLANNING; FOLLOWING UP: BOARD OF THE FUTURE 2005; TECHNOLOGY AND SOCIETY: THE PERCEPTION STUDY; REFINING THE SCENARIOS: CHARACTERS AND NARRATIVES; FORECASTS; OUTCOMES; Chapter 9: Across the Digital Age Gap; ARE YOU CLEARLY EXPLAINING THE BENEFITS OF TECHNOLOGY?; ARE YOU PROVIDING A BUSINESS CONTEXT FOR YOUR TECHNOLOGY POLICIES?; ARE YOU MAKING THE TECHNOLOGY ACCESSIBLE TO DIFFERENT WORK STYLES?; DOES YOUR ORGANIZATIONAL CULTURE SUPPORT YOUR TECHNOLOGY STRATEGY? ARE YOU BUILDING BRIDGES, NOT WALLS? FINAL THOUGHTS; Acknowledgments; Index

Sommario/riassunto

If you want to engage, motivate, and retain young workers without driving the veteran workers away, Generation Blend can help you. This timely book explores how generational attitudes toward technology affect issues as diverse as recruitment and retention, employee training, management decision-making, collaboration, knowledge sharing, and work/life balance. Looking to solve the puzzle of productivity across the technology age gap? Start with Generation Blend.
