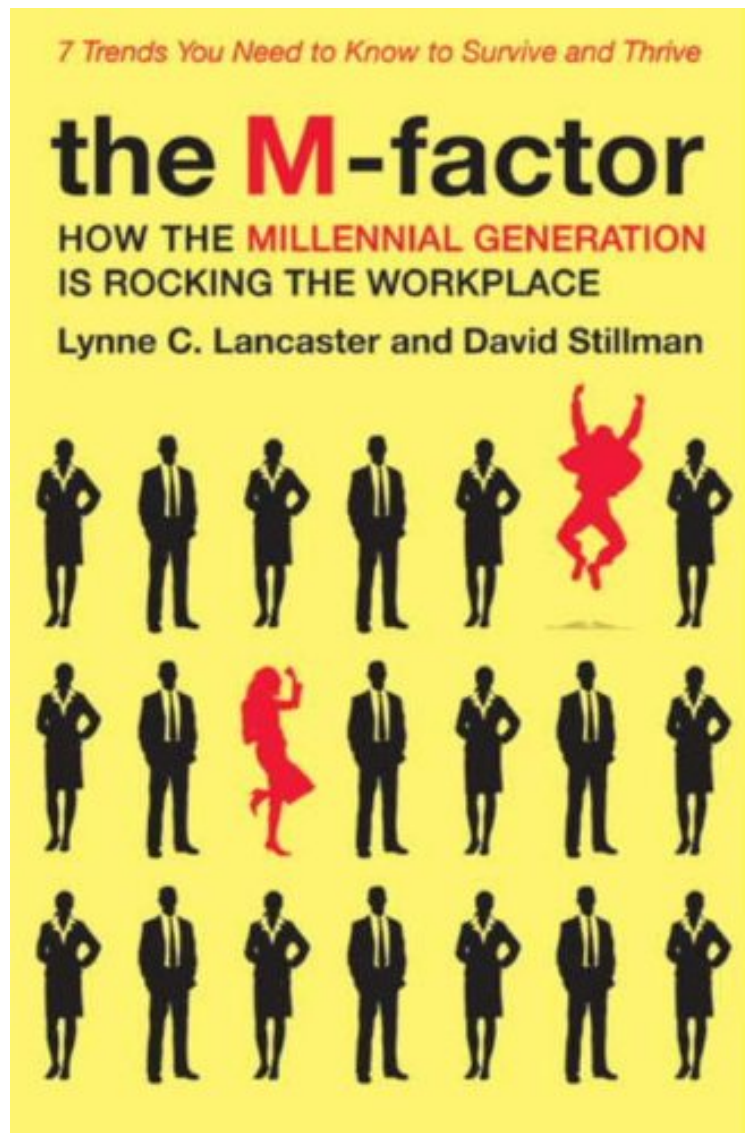


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The M-Factor: How the Millennial Generation Is Rocking the Workplace

Lynne C. Lancaster, David Stillman
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Lynne C. Lancaster, David Stillman : The M-Factor: How the Millennial Generation Is Rocking the Workplace before purchasing it in order to gauge whether or not it would be worth my time, and all praised The M-Factor: How the Millennial Generation Is Rocking the Workplace:

0 of 0 people found the following review helpful. Great compliment to the book "When Generations Collide" By RussellBunnyGreat compliment to the book "When Generations Collide". I highly recommend everyone read both. They will help you understand many of the issues you may have had with your boss, a coworker, your children and

more. I wish you happy and effective communications with all.0 of 0 people found the following review helpful. For a course I'm taking By Mom in NH daughter in Philly It's a point of view I don't support, but it is informative. I don't believe we need to adjust the organizational culture to serve some of the narcissistic attitudes this book supports, but it does give thought to some ways people can give thought to how the generations can work together. I think young people can adjust as well.0 of 0 people found the following review helpful. Fantastic! By Scott B. Absolutely loved it. It is surely a worthwhile read.

From Lynne C. Lancaster and David Stillman, the nationally recognized generational experts and authors of *When Generations Collide*, comes the definitive guide to Millennials (those born between 1982 and 2000) in the workplace—what they want, how they think, and how to unlock their talents to your organization's advantage. If you enjoyed the insights in *It's Okay to Be the Boss*, you need to read *The M-Factor*, destined to become the business book on this Millennial generation in the workplace.

From Publishers Weekly Lancaster and Stillman, consultants and coauthors of *When Generations Collide*, give a David Attenborough-worthy documentation of the lifestyle and habits of the Millennial Nation, the generation born between 1982 and 2000. Marked by attentive, helicopter parents, schools that propagate high self-esteem, and an ingrained comfort with dependency on technology, the Millennials are tarred as flighty, entitled, self-involved dilettantes, but Lancaster and Stillman encourage managers not to judge but to coach and tap into such Millennial talents as speed, social networking, and collaboration. Lively stories illustrate the generation gap and general communication failures between Traditionalists, Boomers, Generation X-ers, and Millennials. The authors do an earnest job in encouraging the generations to attempt to understand each other. Their thorough analysis of how various generations can complement each other makes a strong case for the value of younger people in the workplace—though anyone over the age of 25 will be horrified by the tales of young workers' parents agitating for their offsprings' promotions—with said offsprings' full blessing. (Apr.) Copyright © Reed Business Information, a division of Reed Elsevier Inc. All rights reserved. "Young people ARE transforming the workforce and overall it's for the better, as their culture is the new culture of work. Read this thoroughly enjoyable and well-researched book to understand how to make it happen for your organization." From the Back Cover The definitive guide to turning the Millennials' great expectations into even greater results The Millennial generation (those born between 1982 and 2000) has rapidly entered the workforce in greater numbers, but its introduction to the workplace has been anything but seamless. In fact, many companies already report attention-grabbing stories about: the mother who called HR to complain when her Millennial daughter got a mediocre performance review; the new hire who dialed the CEO directly to tell him what the company could be doing better; the young employee who revealed a confidential new product on her Facebook page before it was made public. Clashes like these are happening in workplaces around the world, and they leave leaders and coworkers scratching their heads and wondering, "What do these Millennials want? Why are they so different? How do we get the good ones in the door? How do we keep them there without alienating the other generations?" Going forward, a company's success will depend upon knowing the answers to these questions, because they are the keys to motivating this new generation and to taking advantage of the amazing potential it possesses. In *The M-Factor*, Baby Boomer Lynne Lancaster and Generation Xer David Stillman draw on cutting-edge case studies, findings from large-scale surveys, and hundreds of interviews to identify the seven trends essential for understanding and managing the Millennials: the role of the parents, entitlement, the search for meaning, great expectations, the need for speed, social networking, and collaboration. Observant, humorous, and savvy, this book—the ultimate guide to Millennials in the workplace—offers valuable insights and practical, take-action tips and solutions that Traditionalists, Boomers, Gen Xers, and even Millennials can use to bridge generational gaps, be more productive, and achieve organizational success like never before.