

Generation Y And Work In The Tourism And Hospitality

Over the past decade much attention has been paid to the apparent differences in consumption preferences or workplace attitudes and behaviours across generations. Within Western economies such as the USA, UK and Australia, it is commonly assumed that there are now four generations in the workplace, namely Veterans (born 1925-1942), Baby Boomers (1943-1960), Generation X (1961-1981) and Generation Y (1982- 2000) The concept of generational differences at work is one that has recently been adopted by practitioners as a basis on which to design human resource management and career management practices. However, there has been some concern in academic circles about the validity of the notion of generations and the evidence base that supports it. There is therefore a need for new perspectives and methodological approaches to investigating generational differences at work in order to establish the validity and value of generations as an axis of diversity. Generational Diversity at Work: New Research Perspectives will address this need by presenting and discussing research into generational diversity that adopts a range of new theoretical perspectives or methodological approaches. This book is designed as a first step in addressing the need to critically examine the theoretical and empirical basis for generational differences and to provide some new empirical data in this area.

Based on ground breaking research, this work outlines how 'Generation Y' (those born after 1980) shape their worldview and spirituality through the popular arts - music, clubbing, TV soaps - and looks at the implications for the church.

If you look up "communication gap" in the dictionary, it may as well have a picture of a baby boomer trying to talk to a millennial. These younger workers born from 1980 to 2000 are the largest population in the United States, and they make up a huge portion of the workforce. But all too often, older workers view millennials as entitled or unmotivated. Javier Montes puts those notions to rest in this guide to leveraging the talents of millennials to achieve business objectives. By investing time and effort into training and developing millennials, he's built multiple companies while learning new things along the way. After reading this book, you'll be equipped to: improve the way you attract, manage, and retain millennials; use technology to make business processes more efficient; thrive in a world built around instant gratification; and reward younger workers with what they value most.

They thrive on challenging work and creative expression, love freedom and flexibility, and hate micromanagement. They are fiercely loyal to managers that are knowledgeable, caring coaches that can mentor them to achieve their goals. What does Gen Y expect from you? Ongoing research indicates that the fourteenth generation has expectations of their bosses such as: Provide challenging work that matters Balance clearly delegated assignments with the freedom and flexibility to produce results in their own way Reward accomplishments with increased responsibility Provide ongoing training and learning opportunities Establish mentoring relationships Managing Generation Y is for those who want to become the employer of choice for the next cohort of young adults. Discover the Gen Y traits that pose the greatest challenges to managers as well as the best practices you can implement now to keep these upbeat, techno-savvy workers focused and motivated.

Generation Y

Soaring to Excellence, Learning to Let Employees Lead

The Life of Y

Millennial Workforce: Cracking the Code to Generation Y In Your Company

Millennial Employees in Multinational Corporations. Opportunities and Challenges of Generation Y in the Workforce

Generation Y and the New Work Ethic

The Untapped Resource

Generation Y, the colloquial term applied to those born from 1980-1998, will become the dominant cohort in the Australian workforce in the current decade, outnumbering both preceding generation cohorts - the Baby Boomers (born 1945-1962) and Generation X (born 1963-1979). Accounts across extant literature suggest Generation Y work values represent a distinct challenge to existing workplace norms and attitudes.

Seminar paper from the year 2019 in the subject Leadership and Human Resource Management - Generation Y, Generation Z, grade: 1.3, University of Tubingen (Wirtschaftswissenschaften), course: Master Seminar Int. Business, language: English, abstract: This seminar paper aims to answer the question of how Millennial employees will impact multinational corporations and which challenges and opportunities arise from integrating this generation into workforce. In order to do so, this paper examines current literature on Generation Y and generational differences in work values. It then points out current issues in Human Resource Management in multinational corporations. Combining these two topics helps to examine how Generation Y is observed from a scholarly as well as practically point of view. The discussion part shows that generational differences as well as work values and attitudes of Generation Y employees differ from previous generations and that multinational corporations have to establish strategies in order to attract and retain Millennial employees. Main challenges arise from miscommunication and the level of technology-adeptness between generations. Opportunities from employing Millennials include their openness towards diversity and their willingness to work in global work environments. Future research suggestions are given for scholars as well as practitioners.

Imagine a management philosophy based not upon serving a company's customers, but on serving the company's employees. Vineet Nayar, CEO of HCL Technologies in India, has put such a philosophy into practice with remarkable results. His "employee first, customer second" mantra has been recognized globally as an example of organizational innovation, and was deemed a "new and radical management philosophy" ripe for the picking in the Western world by Business Week. In this book, Nayar himself describes his blunt refusal to treat the flesh and blood of HCL--its people--as "human resource" or as "intellectual capital" or even as an asset like all its other assets--and how his unique perspective led to an holistic transformation of his organization. By putting employees on top of the organizational pyramid, he argues, your company can fully realize the value created in the interface between customers and employees. This book leads managers and executives through the five core aspects of Nayar's approach, demonstrating how to create a sense of urgency, overhaul incentives and reporting structures, foster transparency in communications and feedback, provide platforms for achievement and personal growth, and finally recognize the potential of every individual in the organization. The "Employee First" philosophy should be the fulcrum of the transformation journey of any organization.

Generation Y is a phenomenon identified by social scientists and social commentators, and is frequently discussed in the media. This book looks at Generation Y in a tourism context. It investigates trends and behaviour and tourism marketing aimed specifically at them.

A Practical Guide to Managing the Multigenerational Workforce

Recruiting and Retaining Generation Y Teachers

The Generation Y Guide to Thriving at Work

Managing Generation Y

Employees First, Customers Second

Global Citizens Born in the Late Seventies and Early Eighties

Y in the Workplace

They make up nearly one-third of all Americans living today. Born after 1980, they're now pouring into the work world with values, aspirations, and approaches that differ markedly from their parents--and coworkers. They're Generation Y. In Plugged In, Tamara Erickson shows Gen Y's how to use their own unique strengths to understand and influence their professional relationships, to figure out how they define "success," and to help them find their way in the changing workplace. Filled with Erickson's extensive research into demographic trends and thoughtful insights, Plugged In gives Gen Y's the information they crave to connect with the working world and to craft the lives they want. The author reveals: · A framework Y's can use to develop their own criteria for making career choices · The unique assets and strengths Y's bring to the workplace · How X'ers and Boomers view Generation Y and how the different generations can collaborate more effectively at work · 10 rules that can help Generation Y's succeed in the corporate world With her trademark warmth and liveliness, Erickson provides a thoughtful, valuable guidebook for the latest newcomers on the corporate scene.

Bridge the generation gap and achieve outstanding results! Age-related misunderstandings don't arise just between teachers and students--in some schools, staff from four generations might work side by side. In this book, based on a popular workshop, educators can learn how to look past generational filters to improve communication and reap the benefits of collaboration.

Focusing on the major contexts of recruitment, coaching, professional learning, and succession planning, the book offers: Tools, checklists, and recommendations for professional learning that meets multigenerational needs Professional development activities that cultivate understanding of generational differences and strengthen workplace culture Real-life stories and case studies

"In today's workplace, four generations are present. As each generation is shaped by icons, historical event, and values, and appears to have defining strengths, weaknesses, assets, and liabilities, this mix of individuals in the workplace presents a challenge to manage and retain. If leaders knew each generation's attitudes, values, and work styles, perhaps approaches to work problems and challenges could be resolved more efficiently and effectively. Leaders could take advantage of this information to complement their organizations by utilizing the strengths of others, to provide development of weaknesses in others, and specifically to use information about Generation Y. The effects of generational differences in the workplace have been studied for several decades. However, it is unclear if these differences have been studied in terms of organizations accommodating the needs of younger generations entering the workplace to stabilize retention rates of that group. The effects of age discrimination on Generation Y have also been relatively unexplored. Recent observations of new and younger employees reveal pressure they feel to conform to organizational cultures, as has been true in the past. Such cultures may indicate an organizational expectation that younger employees must have tenure before the organization will accept their ideas and suggestions for improvement. By exploring differences between generations about what employees want in a work environment and how to retain these individuals, leaders of organizations can leverage this information to plan resources, strategies, and projects that will positively impact productivity and the general work culture. It would also provide an opportunity to understand younger generations among family, friends, and colleagues in the community, church, and workplace."--leaf iv.

Generation Y - those people born between 1983 and 1995 - is now moving into senior management and leadership roles around the world. Many from Generation Y (Gen Y) have grown up in relatively turbulent times and lived through significant economic and political change, and all have experienced huge advances in technology and the communication channels they use on a daily basis. This generation will have the economic future of the world in its hands, but what is it that makes them tick in the workplace? What will motivate Gen Y employees and help businesses attract and retain them? How can you best work with them and lead them? This book examines the views, opinions and aspirations of more than 13,000 18-30-year-olds across 13 countries and four regions of the world. The research explores several key areas related to their work and careers. Specifically, we wanted to know what attracts Generation Y people to a potential employer and what makes them stay in a job. We asked what they look for in an ideal boss and what they regard as markers of success in their careers. We explored their attitudes to changing jobs and starting their own businesses. And, we asked about their use of social media, which is transforming the way people communicate at work and in their leisure time. The findings show that, while there are common themes within this fascinating generation, there are also huge differences when it comes to what motivates them in the workplace, some of which constitute regional or national trends. For some, access to wealth-creating opportunities is a priority, while, for others, the opportunity to help make the world a better place is of greater importance. Some have a strong entrepreneurial streak and wish to build businesses, while others are driven by the opportunity for personal development. Any business manager or HR professional whose workforce relies on Generation Y employees needs to understand them. Being able to identify their motivations and desires in the countries and regions in which you operate is crucial to attracting and retaining these people. No one approach is universally successful. This book explores these differences, with detailed country and regional reports, assessing the implications for organisations and helping business leaders shape appropriate and effective employee value propositions and talent strategies.

How to Manage Generation Y

Insights and Innovations from Executive Development

Managing the New Workforce

A Work Values Perspective of the Generation Y-Australian Public Service Employment Relationship

Y-Size Your Business

Retire Retirement

The Multigenerational Workplace

Employers who refuse to adapt to the expectations of younger generations are losing out on top talent, as they leave for positions at companies with more modern practices. Learn what companies need to do to fit into the new normal in the workplace. Generation Y sees the world differently than any other generation in modern memory. And nowhere is this more evident than in the workplace. The astronomical shifts that this generation has seen in the economy, technology, and the world have changed what they want from life and work--which is not a 9-5 existence for forty-plus years, leading to a typical retirement at sixty-five. What older generations call a poor work ethic from a spoiled generation, Gen Y sees as a different way of doing things. Companies that don't get on board risk losing the diverse, young talent that is critical for them to be able to compete.

Companies that take the time to listen realize that what Gen Y is asking for isn't that crazy; in fact, it's better in many ways. A demand for work-life balance isn't a cry for fewer work hours--it's a cry to be able to work from outside the office beyond a rigid 9-5 schedule (which can lead, ironically, to Gen Y employees working even more hours than you expected). Leaving a job after a couple years isn't an inability to commit--it's a need to learn more, expand their experience, and develop their career at a faster pace, something that is helpful to companies that hire those individuals, including your own. Elevating nontraditional benefits over financial benefits is a step toward creating an emotional connection to the company where employees spend the majority of their time and invest significant mental and emotional efforts. The need to work for a company with a purpose is a reflection of the power that social media has had on the social consciousness. This book will explore what's behind these shifts in the character of the emerging workforce. It shows that, as Gen Y assumes managerial positions, the nature of leadership and business will change over the next few decades in irrevocable and profound ways.

Want to attract the best people? Understand young staff? Retain talent? Then read this book. Generation Y are the 4.5 million Australians born between 1978 and 1994, and are the second largest Australian generation. Given Australia's ageing population and the large decline in birth rates that defines Generation X, Generation Y are already forming the frontline of Australian workforces. Generation Y are impatient stimulus junkies with self-esteem on steroids and are proving very difficult to manage. But on the other hand they are also extremely innovative and passionate when - and if you can - engage them. However, you can't engage a generation you don't understand. Generation Y: Thriving (and Surviving) with Generation Y at Work spills the beans, providing not only an in depth insight into the mindset of this new generation but also practical solutions for the entire employment cycle, from attracting staff through to training, developing and exiting. Anyone from HR managers to Generation Y themselves will learn from this book, improving both their management skills and their relationships with colleagues.

Strategies for managing the real Generation Y A new generation of workers is forcing employers to rethink theworkplace. Generation Y, or Millennials, bring new ideas,innovation, and energy as they enter the workforce AND theirexpectations and demands are unique. In Gen Y Now, top teamleadership gurus Buddy Hobart and Herb Sendek explore all the mythsabout this up and coming generation and show you how Millennialscan be your most creative, motivated, and loyal employees. This book goes from demographic research to concrete practice,explaining that Generation Y is more than we've been led tobelieve. They value authenticity, flexibility, and recognition.Using the strategies in Gen Y Now, you can hire and retain thesedemanding workers, and the payoffs could be huge. Keep up with current trends and technologies to move yourorganization into the future Attract the best young talent in preparation for the massretirement of Baby Boomers and Gen X Understand how demographic trends impact the way yourintergenerational teams think Inspire motivation in Millennial employees, reducingdissatisfaction and turnover costs There are 80 million Millennials, and they are transforming themodern workforce. Your organization stands to gain from Gen Yemployee engagement--if you know how to achieve it. Gen YNow contains the leadership strategies you need to manage andmotivate the Millennial generation.

Generation Y has vastly different demands, expectations and motivations than the generations that came before them. The old rules of management are no longer effective, and the best leaders are embracing the change.

They're focused on finding out what makes Generation Y tick and creating a new set of rules to attract, retain, manage and motivate this new generation of talent.

Turning Conventional Management Upside Down

Gen Y Now

Engaging Millennials as Employees and Consumers

Managing the Me First Generation

Next Generation Leadership

The Gen Y Handbook

Tips for building strong relationships between generations

This book will frame Generation Y (children born between 1978-1991) for corporate leaders and managers at time when the corporate world is desperate to recruit and retain worked in this age group. It will debunk dozens of myths, including that young employees have no sense of loyalty, won't do grunt work, won't take direction, want to interact only with computers, and are only about money. This book will make a unique contribution in four key ways: It will disprove the idea that the key to recruiting, retaining, and managing this generation is to somehow make the workplace more "fun." To the contrary, Tulgan argues that the key to winning the respect of this generation, and getting the best effort out of them, is to carefully manage their expectations by never downplaying any negative aspect of a job. He will show managers how this Generation thinks transactionally in all negotiations. For them it's about what they will do for you today and what you will do for them today, not tomorrow, not five years from today, but today. He will explain why they have no interest in tying their futures to your corporation. But he will also make clear that they do have a well thought-out plan for themselves, one that requires that every job they take build up their skill sets, so they become more valuable employees for someone else--if and when you do not fulfill your end of the bargain, or drag your feet in doing so. But most of all, it will explain to corporate leaders that for this generation their personal life comes first, so that each job they take must accommodate itself to some need defined by their personal life. Tulgan argues that until you know the personal need the job can satisfy for a potential employee, you and the applicant may be talking past each other. Those needs are so beyond the imagination of most bosses that Tulgan devotes a third of the book to explaining how they affect the job decisions of this generation.

In today's economy, maximizing the performance of every employee is critical to business survival and growth. Gen Y—sometimes called Millennials—provides an enticing opportunity for employers to increase their short-term profitability and create a long-term competitive advantage.

Almost 80 million strong, Gen Y is the fastest growing segment in the US workforce—and now comprises the entire 18 to 32 demographic. Along with their ever-present cell phone and occasional backpack, Gen Y brings tremendous potential and timely skills to the workplace (just ask, they'll tell you). However, Gen Y can be notoriously difficult to attract, retain, motivate, and develop. Gen Y's new approach to work makes them a growing challenge or strategic opportunity—depending entirely on how you choose to employ them. In Y-Size Your Business, Jason Ryan Dorsey, The Gen Y Guy, presents a step-by-step methodology for best employing Gen Y without investing a lot of time or money. A member of Gen Y himself he delivers an insider's view of his generation as well as more than fifty cost-effective, ready-to-use strategies that deliver immediate measurable results. Dorsey collected these creative strategies from the frontlines of business during his work with executives, managers, and entrepreneurs in businesses large and small around the world. He shows you exactly how to attract the best Gen Y employees, quickly develop their workplace skills, and then unlock their performance, motivation, and loyalty. Reveals creative ways to attract, retain, motivate, and develop Gen Y employees without paying them more money (or meeting their Mom) Includes a behind-the-scenes view of Gen Y from someone in Gen Y (including why they text message without vowels) Explains the primary workplace differences between the four generations and how to leverage their strengths Features funny, outrageous, and candid stories that expose the generation gap in the office (Is that a tattoo?) Helps you view the Gen Y employee life cycle and key business operations in a new way—one you can use to your business and career advantage Companies that wisely choose to embrace Gen Y today will be well positioned to navigate the global economy tomorrow. Not only will these companies benefit from the talents and ambitions of Gen Y—they'll also benefit from Gen Y's increasing economic influence as well as their massive social networks. Based on Dorsey's work with business leaders at companies around the world, as a keynote speaker,

consultant, and generational expert, Y-Size Your Business presents precisely the solutions you need to make the most of an increasingly important generation that is ready to make an impact from their first day at work (and then blog about it!).

Generation Y in Consumer and Labour Markets explores the role of people born in the late 1970s and 1980s as consumers and coworkers in an emerging post-modernist society. Having grown up in a branded society overcrowded with commercial messages and a never-ending supply of choices and opportunities, Generation Y not only influences consumption patterns, they also bring their values to work life, thus changing the attitudes towards the employee-employer relationship and how work is being done. Generation Y particularly see work as a venue of self-realization and the boundaries between work and leisure time are becoming blurred—thus the consumer and labor markets converge in some critical dimensions. This book delves into the substantial research body on characteristics and behaviors of the Generation Y, including their relation to other generations and the role of understanding generations in developing effective and attractive organizations. It further outlines the experiences and best practice for attracting, recruiting, selling to, and communicating with Generation Y, based on the author's experiences from hundreds of organizations where he has been involved as a consultant – offering the reader a better understanding of generations in marketing research, and the impact of generations in employee-employer relations.

"Over the last couple of years the realities of massive generational change have dawned on many business leaders. While the issues of an ageing population and a new attitude to work have literally been emerging for a generation, it has been a sudden awakening for many organisations. In fact dealing with these demographic changes and pecifically recruiting, retaining and managing Generation Y has emerged as one of the biggest issues facing employers today ... This whitepaper came as the result of the need for significant original research into Generation Y; both qualitative and quantitative."--Foreword.

Tourism and Generation Y

Making Sense of Generation Y

Millennials and the Evolution of Leadership

Generation Y @ Work

Generation Y and the New Rules of Management

Plugged In

Written for all who are struggling to manage a workforce with often incompatible ethics, values, and working styles, Generations at Work looks afresh at the root causes of professional conflict and offers practical guidelines for navigating multigenerational common causes of conflict--including the Me Generation's frustration with Gen Yers' constant desire for feedback and the challenges facing Gen Xers sandwiched between these polarities--the book offers practical, spot-on guidance for managing the different generations' unique needs.Along with the authors' insights for managing a workforce with different ways of working, communicating, and thinking, the book offers in-depth interviews with members of each generation, tips on best practices from companies that have bridged the gap, and a mentorship field guide to help you support the youngest members of your team--tools, which are the key to helping your workforce interact more positively with one another and thrive in today's wildly divergent workplace culture.

Generation YHardie Grant Publishing

Good news: there is no need to retire. There is no need to pack up your desk or attend one more retirement party. Why? With the widening gap between the number of workers and the demand for talent, employers are looking to keep smart, productive workers. A shortage will allow you to re-negotiate your relationship with "work." The question is how will you make the most of your new career options. By retreating from traditional 9-5 work or by exploring unconventional ways to stay a part of the workplace? The

shows you how to think about what you want, and how to get it. In this conversational, optimistic book, you will learn how to negotiate the best work environment for you, how to work with different generations to get the most out of your job, and explore how a new book will help you begin today to create the opportunities that fit your unique needs--now and in the years to come! Tamara J. Erickson is both a respected, McKinsey Award-winning author and popular and engaging storyteller. Her compelling views of the

on changing demographics and employee values and, most recently, on how successful organizations work. She is President of The Concours Institute, the research and education arm of BSG Concours, a division of BSG Alliance Corp., and co-author of Workforce

"Head of a corporate training business examines issues of Generation Y entering the workforce, including their conflicts with Baby Boomer managers who have different work ethics. She describes the Gen Y mindset to help company owners understand their

recommends the right methods of leadership to motivate the Millennials to achieve their full potential"--Provided by publisher.

The Business Leader's Guide to an Emergent Generation of Millennials in the Workforce

Applying Relationship Leadership to Engage Millennials

Generations at Work

R U Ready 4 Y?

Comparing Generation X to Generation Y on Work-related Beliefs

Empowering Generation Y

Skills for Nurse Managers

A hardcover bestseller now in paperback presents a management program that encourages employee leadership--which today's companies must have more of if they are to survive the coming decades.

Millennials 2.0 Empowering Generation Y When the Millennial generation began entering the workplace a decade ago they were the most technologically savvy and best-educated generation in history. Also known as "Generation Y," they were supremely self-confident with high expectations for themselves. They were going to shake up the work place. And shake it up they did! Millennials 2.0, the follow-up to co-author Dr. Jan Ferri-Reed's best selling book Keeping the Millennials, presents a fresh look at the challenges and opportunities of recruiting, managing and developing Millennial employees. The new book is packed with strategies for recruiting and managing Millennial employees, including tips for: - Building a Millennial-friendly workplace culture. - On-boarding Millennial workers to get them started on the right foot. - Managing and minimizing intergenerational conflict. - Mentoring Millennials for increased motivation and productivity. - Coaching Millennials on their career-limiting behaviors. - Preparing tomorrow's Millennial leaders to assume the reins of power. Millennials 2.0 is a practical, insightful guide to getting the most out of Millennial employees and preparing them for future leadership opportunities. It's the indispensable book for any leader charged with leading Generation Y! For more than 28 years, Dr. Jan Ferri-Reed, President of KEYGroup, has helped numerous organizations create dynamic workplaces that attract, retain, and inspire talented employees.Her expertise, insight, and practical solutions have made Jan a highly sought-after speaker for keynote addresses, seminars, conferences, and workshops.Jan is also the co-author ofKeeping the Millennials published by John Wiley in 2009.

It has become evident within higher education and within (or in partnership with) the workplace that there is a growing demand for an integration of learning within the workplace. Formal and intentional models and processes utilizing experiential learning methods and pedagogy are often referred to as work integrated learning. However, there is a vast cross-conceptualization evident within the field between concepts such as work-related learning (WRL), workplace learning (WPL), work-based learning (WBL), work integrated learning (WIL), and experiential learning (EL). Furthermore, there are vast differences between different applications such as apprenticeships, higher degree apprenticeships (HDA), co-operative education (Coop), internships, placements, projects, sandwich courses, practicums, and more. There is a new focus on the impact of WIL on the future labor force, specifically of generations Z and Y. Applications of Work Integrated Learning Among Gen Z and Y Students presents educational and theoretical concepts related to WIL and Gen Z and Y students as a workforce. The chapters include coverage not only on these concepts, but in-depth research on the implications of WIL on these generations, educational themes in WIL, and WIL innovation. The topic of WIL and all its applications are covered in a global context and for all fields of work, focusing on the skills and expertise gained from the students of work-based learning along with insights on how work-based learning is implemented by teachers and educational administrators. This book is a valuable reference tool for in-service and preservice teachers, administrators, teacher educators, human resources and career development management, practitioners, stakeholders, researchers, academicians, and students interested in insight, theory, and practical examples of WIL from around the world and the impact these have within the workplace as related to generations Y and Z.

Based on research-informed 'future-scoping' and emerging practice in the field of executive education this book is split into three parts: Future Context, Future Learning and Future Learners. With a short editorial introducing each part, it will appeal to anyone working in the field of adult and higher education and training.

Not Everyone Gets A Trophy

New Research Perspectives

Generation Y and the World of Work

The World View of 15- to 25-year-olds

A Report into the Workplace Needs, Attitudes and Aspirations of Generation Y

How to Ensure Young Talent Will Thrive with Your Organization

Attracting, Recruiting, Retraining & Training Generation Y

Currently, we have about 2 billion millennials in the world, aged between 17 and 37 years, who are fast becoming the world's most important generational cohort in terms of consumer spending growth, sourcing of employees and overall economic prospects. Engaging this cohort for businesses, societies and nations is no more a matter of choice. The 2016 millennial survey by Deloitte on millennials has alarming news for companies the world over. Majority of the millennials or Gen Y workers are likely to change their companies by 2020. While the world over similar trends are visible, India ranks third where the probability of Gen Y workers leaving their current companies is maximum. The survey also points to the fact that this lack of loyalty may be a sign of neglect that millennials might be facing in their organizations. Such poor levels of engagement of millennial workers in India and rest of the world are a huge red flag for all companies. Poor engagement will not only have cost implications but also have huge negative implications on the growth, profitability and sustainability of companies, especially when the going is not particularly easy for most of the industry sectors. This book attempts to create a deep empathy for millennials and is a result of the author's extensive research spanning almost a decade. The book dives deep into the life of Generation Y and seeks to create an unbiased understanding about this generation, thereby exploding the perceptual myths and stereotypes about them. Based on the research, the book suggests a new strategy to engage with the millennial generation in the workplace and marketplace in particular and the society in general. It provides a consultative guidance to engaging millennials seeking to replace the old models and designs of engagement.

Generation Y are the 4.5 million Australians born between 1978 and 1994, and are the second largest Australian generation. Sheahan provides indepth insight into the mindset of this new generation, as well as practical solutions for the entire employment cycle, from attracting staff, through to training, developing and exiting.

Provides educational leaders with a framework for hiring Generation Y teachers, developing appropriate instructional and professional development programs, and successfully building a multigenerational, collaborative learning community.

Millennials, the latest generation to enter the global workforce, are changing the face of employment. This volume represents the most up-to-date research on the changes and issues from an international cast of generational researchers. Shifting demographics around the world have created a unique historical phenomenon in which a large cohort of employees (i.e., post-war Baby Boomers) are nearing retirement, and a new cadre of younger workers are being recruited to replace them. These twenty-something year-olds, often referred to as ÖGen YO or Millennials, represent the workforce of the future and come with their own set of expectations, demands, and work habits. The contributors to this volume, drawn from countries around the world, document the cultural, historical, and social context surrounding this phenomenon. The international perspective makes it possible to examine cross-cultural similarities and differences in HRM practices. This timely book provides an understanding of the new workforce in multiple countries and settings and a valuable reference as scholars and employers seek to understand the values, beliefs, and expectations of the next generation of workers. While scholars and instructors will find this book indispensable, the book will also have implications for domestic and multinational employers, managers, HR practitioners, and career counselors.

Flight of the Buffalo

The Future of Learning

New Generations at Work

Generational Diversity at Work

Generation Y in Consumer and Labour Markets

Managing the Clash of Boomers, Gen Xers, and Gen Yers in the Workplace

International Perspectives on the Millennial Generation

Ready to take your business to the next level? Find out everything you need to know about Generation Y in the workplace with this practical guide. Generation Y has arrived in the workplace! Although they bring new skills, this generation can also cause issues with other generations already working within an organisation, due to misunderstandings and differing attitudes towards work. This guide is a must-read for any manager looking to avoid problems and learn how to use the skills of each generation to their full advantage. In 50 minutes you will be able to:
• Understand the impact of Generation Y on business and find out how this can help your organisation
• Discover why intergenerational conflicts arise and how to resolve these issues
• Learn how to ensure that all generations get along within your organisation, leading to a more pleasant and profitable company ABOUT 50MINUTES.COM! COACHING The Coaching series from the 50Minutes collection is aimed at all those who, at any stage in their careers, are looking to acquire personal or professional skills, adapt to new situations or simply re-evaluate their work-life balance. The concise and effective style of our guides enables you to gain an in-depth understanding of a broad range of concepts, combining theory, constructive examples and practical exercises to enhance your learning.

Are you are a colleague trying to understand your multi-generational co-workers? A front line manager trying to get your youngest workers to show up to work? A Gen Y looking for ways to maximize your success? This book gets to the heart of the generational differences issue, with minimal psychobabble and statistical navel gazing, giving you concrete information about the different generations with a focus on work ethic and the motivations and values of Generation Y! "Jeanne Martinson's research and insights are invaluable to contemporary leaders navigating the challenges of managing across the generations. Whether you are an individual who is adjusting to having a boss younger than you, or you are a senior manager negotiating leadership across several generations, this book is practical and instructive. Through the use of research analysis, common sense, and practical wisdom, Jeanne provides us with a roadmap for successfully navigating the difficult and challenging terrain of inter-generational leadership. This book is a "must read" for leaders looking to understand how to work creatively with different generations." Kathleen Thompson, PhD, MSW, RSW, BA (Hons) "If you have ever complained about the 'young kids' in your workplace and their lack of a 'work ethic', I highly recommend Jeanne Martinson's new book. It's a simple and easy read that clearly explains why these 'young kids' are the way they are and why it is such a big deal for those of us who are simply young at heart. With the very specific instructions, Jeanne's book will become your everyday reference on how to manage a diverse workforce." Carolyn Schur, Author of "Working 'Round the Clock" Jeanne Martinson is a best-selling Canadian author on the topics of diversity and leadership. She holds a diploma in Organizational Behaviour from Heriot Watt University (UK) as well as a graduate degree in Leadership from Royal Roads University in BC, Canada.

This book looks at Generation Y in a round context; in broad conceptual terms such as trends and behaviour, and in applied terms, for example looking at particular types of travel that Generation Y takes part in, and tourism marketing aimed specifically at them. Benckendorff/Moscardo, James Cook Uni, Pendergast, Griffith Uni, Aus.

Flip-flops, iPods, MySpace, "Dude," Instant Messaging. Whatever happened to dress shoes, sir/ma'am, in-person meetings, and traditional work etiquette? A workplace revolution is underway, one that is stimulating new methods of thinking, behaving, communicating, and doing business as Generation Y continues to infiltrate the workplace and influence corporate culture. This revolution is lead by approximately 60 million Gen Yers, the largest bloc to hit the workforce since the 72 million baby boomers. Company owners and managers are worried, because this generation has created its own unique culture...and demands. Y in the Workplace illustrates how the values, attitudes, and expectations of Generation Y have had an impact on corporate environments, intergenerational functioning, and management strategies. To help this generation successfully transition into the workplace while creating a shared vision, authors Lipkih and Perrymore provide you, the manager, with the following: Psychological insight into the character of this generation. Strengths and challenges that Generation Y is bringing to the workplace. Coaching strategies and ways to harness their strengths, minimize their weaknesses, and illuminate their talents. Hope about their abilities as supervisors and managers, and about their positive impact on the future of your company Whether you are a small business owner, manager, HR professional, or teacher working with Generation Y, this book is a must-read to gain insight into why this generation is the way it is, how to help them become the best they can be, and how to integrate them into your company and work with them.

Thriving and Surviving with Generation Y at Work

New Generations at Work: Attracting, Recruiting, Retaining and Training Generation Y

Millennials 2. 0

Career Strategies for the Boomer Generation

Applications of Work Integrated Learning Among Gen Z and Y Students

Generation Y in Business

How Gen Y Employees Can Save You Money and Grow Your Business

They are here! They are growing in numbers, and they are different than any set of employees the business world has ever seen. Generation Y, commonly known as the Millennials, are entering the workforce in droves and will soon dominate it. Leaders, for the most part, are not ready for the revolutionary changes that will be required to adapt and transform their organizations. With key insights into the Millennial mindset, "R U Ready 4 Y?" explains the new dynamics that Gen Y is introducing to the work environment and provides practical strategies for business leaders to ensure their companies are ready for Generation Y. With over five decades of combined global experience in business process outsourcing, learning development, human capital management and leadership, this trio of authors advances a compelling perspective on the impacts Gen Y will have on the future of the workplace. Please see inside for author profiles or visit www.RUReady4business.com.

Bridge the generation-communication gap It's hard to believe. Almost three decades can separate your youngest staff members from the oldest. While the 20-something, "Generation Y" nurses are concerning themselves with flexible scheduling and paid time off, their over-60, "Traditional" counterparts are light years away--worrying about pension plans and professional recognition. In between, you have to contend with "Generation X" staffers and "Baby Boomers" who are clamoring for an entirely different set of needs and priorities. Whatever you call them--Generation Y or Millennials; Traditionals or Silents; Generation X, Baby Boomers--managing your multigenerational staff can add up to a very gnarly problem. Don't let generation gaps lead to miscommunication and staff conflict In order to manage a multigenerational workforce successfully, the nurse manager has to take into consideration each generation's unique priorities, motivators, skills, communication styles, and experiences. That's a tall order for any manager--but especially in today's stressful hospital environment. Until now, help has been hard to find. Judith "Ski" Lower RN, CCRN, CNRN, MSN, a well-known and highly respected nursing expert, addresses the problem head-on in her new book, A Practical Guide to Managing the Multigenerational Workforce: Skills for Nurse Managers. Drawing on her many years of experience successfully managing across the generation gap, Lower's helpful new book will show you how to: Identify generational differences Identify the main characteristics and formative years of the Traditional Generation (The Silents), Baby Boomers, Generation X, and Generation Y so you can understand their reactions and what motivates them. Recognize educational styles that work for each generation Online? Classroom? Self-paced? Hands-on? Discover different educational methods that appeal to multiple generations. Identify and provide the feedback each generation wants and needs Silent Generation nurses may have little interest in annual performance reviews, while Generation X nurses want feedback instantaneously. Understand how to provide personal feedback and effective performance reviews. Illustrate improved scheduling by understanding generational needs Silent Generation nurses may prefer a consistent schedule. Generation Y nurses may require flexibility to meet the needs of their young families. Understanding your staff's needs will help you create schedules that work for all. Formulate retention strategies that work for every generation Generation X nurses may respond best to promotions or pay increases. Baby Boomer nurses may be motivated by recognition and service awards. Learn what feedback works best for each member of your staff. Develop policies to embrace differences to manage more effectively Gain a better understanding of each generation's motivators and learning styles along with proven strategies to facilitate communication and encourage respect. Who should read this book? Nurse managers, directors of nursing, chief nursing officers, VPs of nursing, nursing home administrators, HR directors, staff educators and RNs. Table of contents: Chapter 1: The Silent Generation Chapter 2: The Baby Boomers Chapter 3: Generation X Chapter 4: Generation Y Chapter 5: Schedules Chapter 6: Balancing work and life Chapter 7: Learning Chapter 8: Participation and involvement Chapter 9: Performance reviews, feedback, and promotions Chapter 10: Working together Chapter 11: Retention and Recognition Chapter 12: What will the future look like? Learning Objectives List the names of the four generations currently in the workforce Identify key events that shaped the Silent Generation's formative years Evaluate how social and family circumstances affected the Silent Generation's characteristics Describe key events that shaped the Baby Boomer's formative years Evaluate the impact that social and family circumstances had on Baby Boomers Identify key events that shaped Generation X's formative years Discuss how social and family circumstances affected Generation X's characteristics Identify key events that shaped Generation Y's formative years Explain how social and family circumstances affected Generation Y's characteristics Discuss why disagreements between the generations may arise over scheduling Determine strategies for planning schedules that meet the needs of all generations Discuss what different generations want in terms of work/life balance Identify holiday and vacation options that meet the needs of all generations Recognize the different learning styles of each generation Identify orientation strategies that can help Generation Y nurses become successful Explain why Silent and Baby Boomer generation nurses are often the only ones to sign up for committees Discuss how managers can encourage all generations to become involved in committees, task forces, and meetings Describe strategies for ensuring that performance appraisals meet the needs of all generations Develop strategies for the provision of ongoing feedback Examine the barriers that prevent effective multigenerational communication Discuss strategies a manager may use to encourage social interaction and team work Identify programs for helping older nurses remain in the workforce Develop programs for helping Generation Y achieve work/life balance Discuss strategies for enhancing the workplace of the future