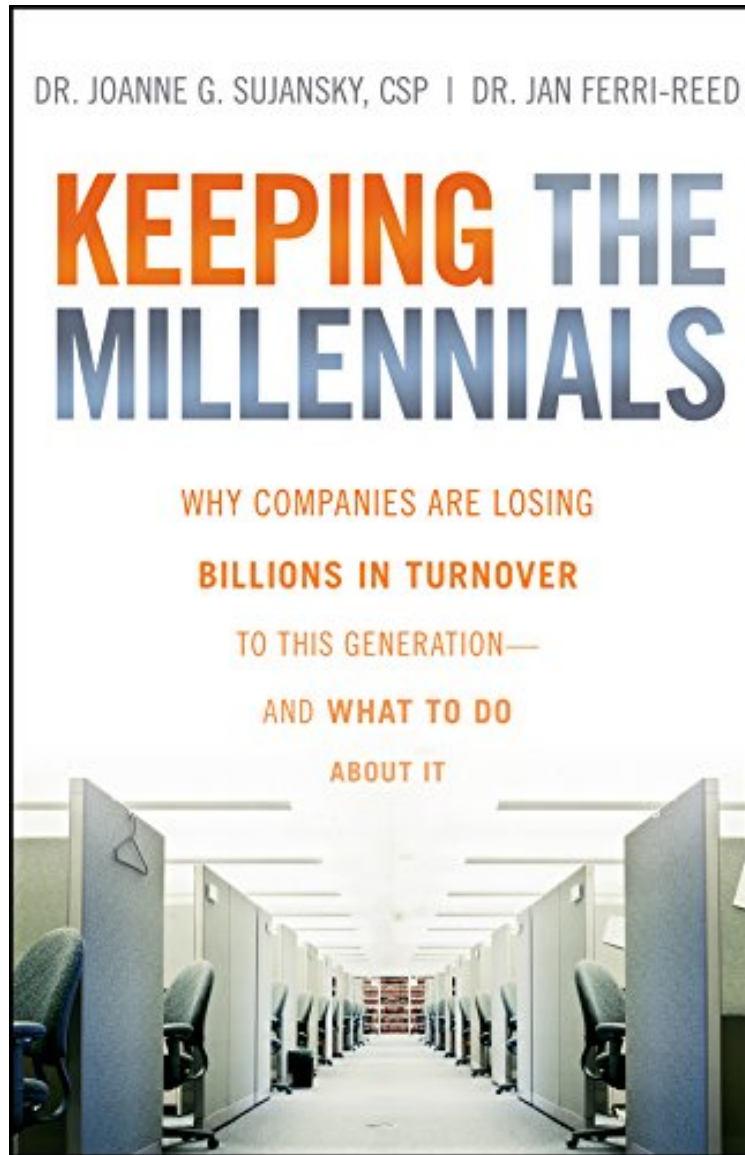


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## Keeping The Millennials: Why Companies Are Losing Billions in Turnover to This Generation- and What to Do About It

*Joanne Sujansky, Jan Ferri-Reed*

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**Joanne Sujansky, Jan Ferri-Reed : Keeping The Millennials: Why Companies Are Losing Billions in Turnover to This Generation- and What to Do About It** before purchasing it in order to gage whether or not it would be worth my time, and all praised Keeping The Millennials: Why Companies Are Losing Billions in Turnover to This Generation- and What to Do About It:

0 of 0 people found the following review helpful. Practical Insights for Mentoring and Managing Millennials By Danita Bye It's imperative that we as leaders rise to the challenge of learning how to engage with Millennials and to tap their huge reservoir of talent. Their fresh insights, along with our deep experience, provide a formula for even greater success at both work and home. The authors do a great job of translating excellent research into practical, rubber-meets-the-road practical insights.

5 of 5 people found the following review helpful. A must read for EVERY boomer! By Jeffrey S. Riddle I read this book after a friend who is around my age (a boomer) was having trouble with a staff member of the millennial age and mindset... He read the book and it has been instrumental in his salvaging a professional relationship and actually helping it flourish now. I was so impressed that I read it myself on a plane last week and was just amazed at how well these authors captured the complex dynamics that exist between the generations. While I only work with boomers in my present position, it was a great tool for future situations and for just understanding something as simple as the millennials' love affair with texting (THAT in itself was worth the read!). Also, kudos to the authors for the wonderful bullet summaries at the end of each chapter. My highest compliment would be that after reading it, I felt that I had actually taken a college course in psychology/sociology, since I walked away with so much insight and knowledge! I tell all my boomer friends about it and recently have given it away as a gift to another friend in DC who really experienced a severe culture clash with a millennial at his office. Here's what he wrote: "Jeff has heard me complaining about the '20-somethings' in my office for quite a while. He thoughtfully sent me a book which I received on Friday titled, 'Keeping the Millennials' which describes many of the tough supervision issues I had been dealing with regarding my younger staff. How they think; how they work; how they behave; and how not to be offended by those actions. I spent some time Sunday night and last night reading it, and found it very helpful. Regardless of what I do or where I go, I will have to work with Millennials and need to know how to work better with them. Sending me that book could not have been more serendipitously timed. I couldn't say it any better! READ THIS BOOK! :)

1 of 1 people found the following review helpful. In today's working world there are 4 different generations working ... By Rebecca Calleja In today's working world there are 4 different generations working together and it makes for interesting times for an employer-employee relationship. So the book is a big plus.

"This is a great book and a must-read for anyone who wants to understand the young people who are now or will soon join the workforce. It's one of the most useful value-added books about the Millennial generation." — Warren Bennis, Distinguished Professor of Management, University of Southern California, and author of *On Becoming a Leader* "Are you confused trying to understand the younger generation? *Keeping the Millennials* explores this fascinating generation raised with technology and the challenges they bring to the workplace. Read this great book and learn how to attract, hire, and retain this dynamic new generation!" — Marshall Goldsmith, *New York Times* and *Wall Street Journal* #1 bestselling author of *What Got You Here Won't Get You There* and *Succession: Are You Ready?* "Keeping the Millennials is a lively and insightful book that's essential reading for every leader who aspires to enlist the hearts, minds, and spirits of a highly talented new generation that demands cool workplaces but is reluctant to make long-term commitments. Weaving together compelling cases and relevant research with illustrative examples and practical tips, Joanne Sujansky and Jan Ferri-Reed have written a balanced and indispensable guide to recruiting, retaining, and developing the workforce that will drive the future of our organizations and our economies." — Jim Kouzes, bestselling coauthor of *The Leadership Challenge* "I love this book!!! It's fresh as a breaking news flash and as fun to read as your favorite blog! Definitely rates an A+ as timely, targeted, and terrific. All managers will clearly see themselves and their employees in crisp new perspectives...and can easily latch on to precise tools to make their organization more competitive in a turbulent reality." — Morris Massey, PhD, creator of the *What You Are Is...* video training series, *EnterpriseMedia.com* "Corporations are always concerned about return on investment. Drs. Sujansky and Ferri-Reed have made a clear case about the bottom-line value of keeping Millennials and creating productive workplace cultures for all generations. This is a must-read for anyone concerned about the retention of these key employees." — Jack Phillips, PhD, Chairman, ROI Institute

From the Inside Flap As the Baby Boomers retire and the young Millennials, also known as Generation Y, enter the workforce, this massive demographic shift is causing big problems for even the most successful companies. These Millennials are highly sought-after for their technological savvy, energetic work ethos, and young, hip attitude that can help companies connect with young consumers. But all is not well. Many companies are able to recruit Millennial workers effectively, but end up alienating and losing them shortly thereafter. Despite their good qualities, the Millennials don't always share the traditional values of Boomers, with whom they often come into conflict. Disenchanted, many Millennials give up and look for opportunities outside the corporate world. This high turnover rate among the young—who must be recruited, trained, and then replaced—is costing companies billions of dollars every year. If your company is struggling to hang on to young workers, *Keeping the Millennials* offers sage advice and smart strategies for building a workplace that welcomes employees of every generation. It explains how to lower turnover rates and the high costs that accompany them and suggests effective policies for attracting and retaining young workers. You'll learn where and how to find energetic twenty-somethings; the big mistakes that could

brand your company as a bad place for young professionals; the most common complaints the generations direct at each other; and the top ten things you can do to make your company a place where young people want to stay and build a career. Today, you can't afford to let generational differences stand in the way of getting things done. Nor can you afford to alienate one generation by favoring another. Happy employees of every generation lead to happy customers. If you want to keep your business stocked with young, fresh, talented people and dramatically cut your turnover costs in the process, Keeping the Millennials shows you how to turn conflict into collaboration, productivity, and business success.

About the Author  
Dr. Joanne G. Sujansky, Certified Speaking Professional, is founder and CEO of KEYGroup, an international speaking, training, executive coaching, and assessment firm. She is a former national president of the American Society for Training and Development and an active member of the National Speakers Association. She is an in-demand keynote speaker and a consultant to many large corporations. Dr. Jan Ferri-Reed is a seasoned consultant and President of KEYGroup. Her work includes speaking, corporate assessments, and consulting with corporate clients. She is also an active member of the American Society for Training and Development.