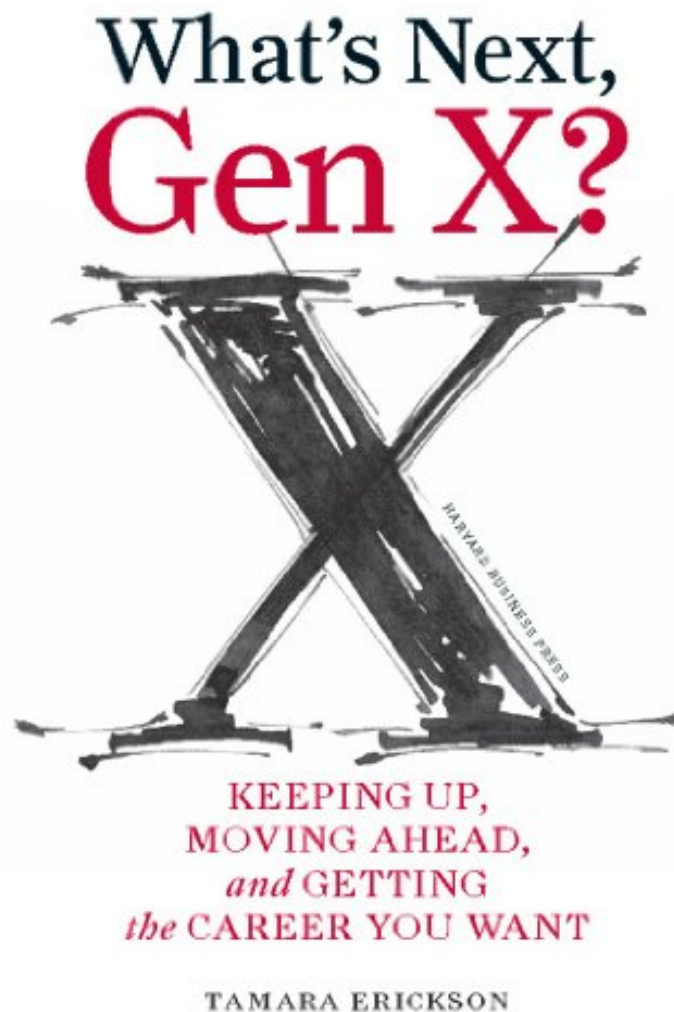


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What's Next, Gen X?: Keeping Up, Moving Ahead, and Getting the Career You Want

Tamara J. Erickson

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Tamara J. Erickson : What's Next, Gen X?: Keeping Up, Moving Ahead, and Getting the Career You Want before purchasing it in order to gage whether or not it would be worth my time, and all praised What's Next, Gen X?: Keeping Up, Moving Ahead, and Getting the Career You Want:

6 of 6 people found the following review helpful. So not Gen X.By Live OnceI think this author saw one too many episodes of FRIENDS and then sat down and wrote her characterization of Generation X... Slackers who are funny, need the approval of their friends and are happily complacent in their career; as long as they have a cool pad to go home to. Because of this unfortunate characterization of my generation; I found the book completely missing the

mark-- and I just couldn't figure out who the book was written to advise. We aren't whiners waiting on a break, we're self-reliant and grinders who don't mind the gritty work to get ultimately get paid. (Why do you think 60% of us put kids off til later? To sleep in?) I found most of the book's characterization of our generation laughable-- certainly the idea that we begrudge Gen Y anything I found the most insulting. We feel they are the natural extension of our youth and are aligned with our same values for the most part; we after all were the influencers that they watched while growing up (they are a bit whinier than what we might like; but perhaps we were too at that age!) According to the author somehow we are supposed to be intimidated by Gen Y's technological savvy? Does the author not know that we have been a driving consumer force and creators of the technology boom this world has experienced literally since we were teenagers? Where has she been for the past 20 years? We devoured technology like we devoured our first muffin and mocha latte from Starbucks. Early wireless phone adopters, PC's , IPODS/MP3, Napster, Friendster; MYSPACE (I could go on) anyone? Kudos to Gen Y for picking up the torch; but it started with us; and we are plenty comfortable with our friend technology, thank you very much. I found it sad that the author was so out of touch to think we feel we're engaged in some generational conflict with Gen Y or the Boomers. That's so not how we roll. If we are changing careers it's because we always intended to someday; not that we were somehow "waiting for our turn" or something to come along and energize us. We never expected to work at one company or even one career for 40 years, we know there won't be any fat pension for waiting for us, and we never expected to draw Social Security. We've always had a side thing" that celebrated our creative and or entrepreneurial ambitions. Small, but mighty, our generation has been and continues to be more politically and culturally impacting than any generation since the teens/young folks of the early to mid sixties. Electing and reelecting President Clinton (our youth vote was the most in 20 years); fighting the Iraq and Afghanistan Wars; first wave of whiz kid tech millionaires (yeah, folks the "Startup boom" is looking a lot like our Dot Com bubble) and we though we aren't kids anymore, we are as active and impactful as founders and CEO's of tech companies as we were in the nineties/early millennium; we created two new genres of music Alternative and Hip HOP--(; We should not have been called Gen X but Generation Pivot--Pivoting on inclusion, diversity; technological innovation and volunteerism corporate responsibility- we as consumers and young business leaders made that a "thing" for companies. We aren't necessarily attention seekers--but we live lives and make statements that are impactful; (think Angelina Jolie, Ben Affleck etc.) Someone labeled us as disengaged and anarchists but we just are critical thinkers and sometimes uncomfortably direct. The only thing that I find remotely true about the characterization Gen X is that we aren't competitive in the traditional sense; because we just never did need anyone else's validation; only our own. 0 of 1 people found the following review helpful. I'm a Gen X'er By Kirsten L. Neff This book really resonated with me. I'm a Gen X'er feeling 'stuck' at a mid-career point and now I understand why. I agree that generations are formed by their common experiences during formative teen and early-20 years. This book not only explained what and why my generation is experiencing but now I also understand the Boomers and Gen Y/Millennials better too. The author offers great advice for what to do next to capitalize on Gen X strengths and respond to changes in business, management and globalization including some very practical steps that I plan to use as I start my next job...and plan for my next career. 1 of 4 people found the following review helpful. Gen X -- Your Time Has Come! By Sheryl Dawson Erickson does a superb job of explaining how Gen Xers can "keep up, move ahead, and get the career you want." This latest in the trilogy of her generational career books, first defines the unique qualities of Gen X and recaps how they contrast with Gen Y and the Boomers. With that as a back drop, you can gain practical insight how you can find your passion, establish your priorities, take advantage of the changing workplace, decide whether you want to leverage your position internally or pursue external options, and become the leader you have waited to become, given the prevailing presence of boomers in leadership roles. This is an encouraging look at what is next for your generation -- all you need to do is evaluate your next steps and move on to the career you desire. Sheryl Dawson COO, Total Career Success, Inc. Co-Author Job Search: The Total System (3rd Ed)

You're a member of Generation X-the 30-to-44 age cohort. And you've drawn the short stick when it comes to work. The economy has been stacked against you from the beginning. Worse, you're sandwiched between Boomers (with their constant back-patting blather and refusal to retire) and Gen Y's (with their relentless confidence and demands for attention). You're stuck in the middle-of your life and between two huge generations that dote on each other. But you can move forward in your career. In *What's Next, Gen X?* Tamara Erickson shows how. She explains the forces affecting attitudes and behaviors in each generation-Boomer, X, and Y-so you can start relating more productively with bosses, peers, and employees. Erickson then assesses Gen X's progress in life so far and analyzes the implications of organizational and technological changes for your professional future. She lays out a powerful framework for shaping a satisfying, meaningful career, revealing how to:-Identify work that matches what you care most about-Succeed in a corporate career or an entrepreneurial venture-Spot and seize newly emerging professional opportunities-Use your unique capabilities to become an effective leader Provocative and engaging, *What's Next, Gen X?* helps you

break free from the middle and chart a fulfilling course for the years ahead.