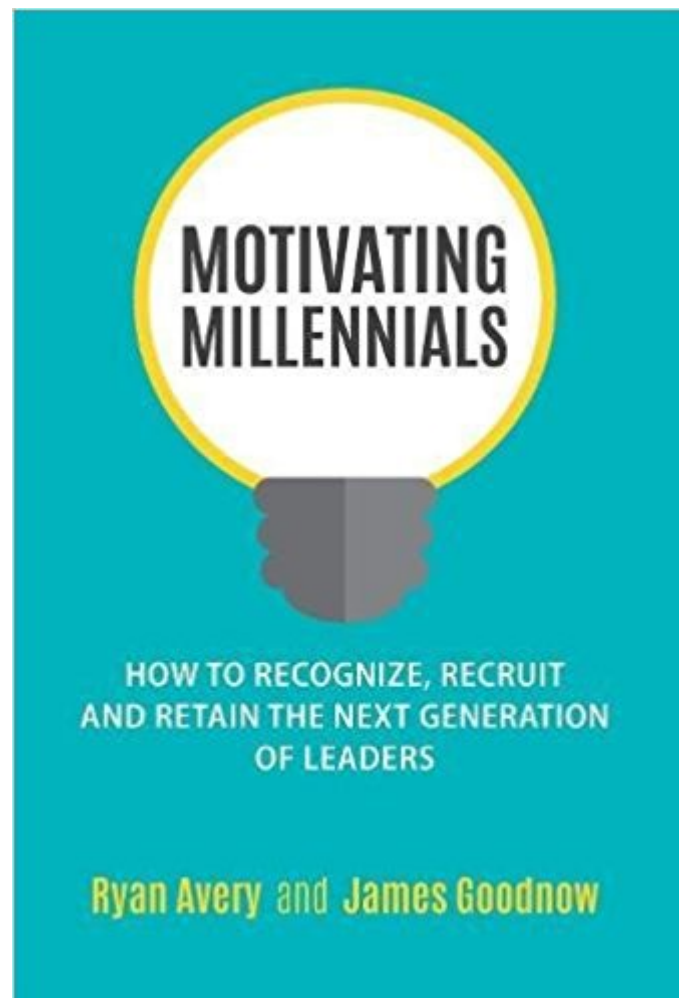




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# Motivating Millennials: How To Recognize, Recruit And Retain The Next Generation Of Leaders



## Synopsis

This book will explain how to motivate Millennials and show you how to capitalize on the great potential of our often-maligned generation. To do this, we'll explain how to get past the stereotypes and explain who Millennials really are. You'll gain a new perspective as we shine a light on the family dynamics that shaped us. If you're a Boomer, we learned our values from you. If you're a Gen Xer, you share many of these same values. We'll also explore how to create the business structures and strategies that work to recruit, retain, and promote the best Millennials. You'll also learn how you can inspire us to do more and be more, how to realize our full potential and capitalize on it for your company. If you're wondering if your company has to cater to Millennials, the answer is no. But if you don't, you'll lose out in the end. This book will show you why Millennial-friendly practices are great for business, and why these changes to accommodate Millennials are necessary in a fast-changing economy driven by knowledge and innovation. Of course, we must remember that each person within a generation is different, as are their families and the circumstances in which they grew up. With that in mind, we believe our strategies will help you bridge the generation gap with the unique individuals in your organization. Today people are living and working longer than ever before. This is the first time that so many people of different generations have had the opportunity to work together. And, thanks to technology, they are doing so in a variety of ways. We view this historic situation as a great opportunity and not as an overwhelming obstacle which is unfortunately often the case. Knowledge sharing that encourages the cross-pollination of ideas can spark major innovation if the different generations can learn how to collaborate in a way that capitalizes on their strengths and compensates for their weaknesses. We can create successful companies in which individuals from every generation are motivated and inspired to do their best. The goal is not to just get along in the workplace; rather, it's to know, understand, and inspire each other along with growing the bottom line.

## Book Information

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## Customer Reviews

"For those running a business, *Motivating Millennials* is the best explanation of the differences between generations and how to work with, connect with and motivate Millennial employees!" Sam Reese, CEO, Vistage Worldwide "Highly motivated, focused, skilled, and happy workers can give you an incredible edge in a hyper-competitive marketplace. This book will quickly engage you and help you understand the emerging, vastly capable millennial workforce who can enrich your culture and supercharge your organization's efforts." Dharshan Jayasinghe, C.E.O, bizWin Strategies "When you are looking to truly understand more about the Millennial mindset and how to motivate Millennials, this is the book for you! With practical strategies you can implement immediately at home, at work and in your community, this book will grab your attention and help you give attention to everyone, regardless of their age or their mindset. Read it, apply it and share it with your team. This is a MUST read book for every generation." Neen James, Author of *Attention Pays*™, Keynote Speaker and Attention Expert "Wow. What a book! If you want to be successful in business, you have to know how to motivate Millennials. Ryan and James show you the secrets to make that happen. This book is more than learning how to motivate Millennials, it's a fresh new perspective on how to run your business better." Cathey Armillas, Author of *The Unbreakable Rules of Marketing* and Creator of *How to Rock a TED Talk* "The practical and must read for any Baby Boomer executive hiring Millennial Employees." Verne Harnish, Founder of *Entrepreneurs' Organization* (EO) and author of *Scaling Up* (Rockefeller Habits 2.0) "Working with Millennials can be hard work. Trying to understand these young people was giving me fits and I didn't feel I was getting anywhere. After reading *Motivating Millennials* I have a deeper understanding of how to motivate, lead and, learn from my Millennial employees and peers! The lessons I have learned have made me a better leader and a better person." Lefford Fate, Deputy Director Health Services, SCDC

A new generation has become leaders in our workforce and this book is an essential read for

anyone trying to maximize their potential. Avery and Goodnow have taken important insights and created easy to read chapters that feel accessible to someone who isn't an expert in the field. You can take the quick, easily digestible blurbs and apply them to key business situations or find an overarching narrative from a cover to cover read that will reshape the way your business operates. Avery and Goodnow aren't just writing this from anecdotal evidence either, they ARE millennials and have spent a decade in the workforce learning these concepts first hand. This book lays out a blueprint for optimizing millennial's capabilities in the workforce. If you're in business, this isn't a "good to read" this is a "NEED to read."

Working with Millennials can be hard work. Trying to understand these young people was giving me fits and I didn't feel I was getting anywhere. After reading *Motivating Millennials* I have a deeper understanding of how to motivate, lead and, learn from my Millennial employees and peers! The lessons I have learned have made me a better leader and a better person. Lefford Fate, Deputy Director Health Services, SCDC

Ryan Avery is a phenomenal speaker and now in his second book proves he is a great writer too. Ryan and James explain how millennials think and work. As a GenXer I work with a lot of younger colleagues and they are all amazing. This will help me as we all get older and work with a more diverse workforce. This is a great book and one I recommend for anyone still navigating the workforce.

As a Baby Boomer who leads a department of Millennials, I found Avery and Goodnows' book to be invaluable. There were useful insights and practical suggestions for how to bring out the best in my team members and keep me from going crazy! Understanding what drives this generation and harnessing their creativity improves productivity and has a direct impact to the bottom line. I am recommending it to all my colleagues!!

Couldn't put it down!!! Book was delivered today and I read it in 4 hours after intending to read a few pages! Great job! Excited to put these ideas to use to improve my Unit. Now to find a good 360 degree feedback example to work on this weekend!!!

Motivate instead of manage! This is a great book for understanding the unique perspective of millennials.

A must read when working in and around a youthful environment!! So much insight.

Great read

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