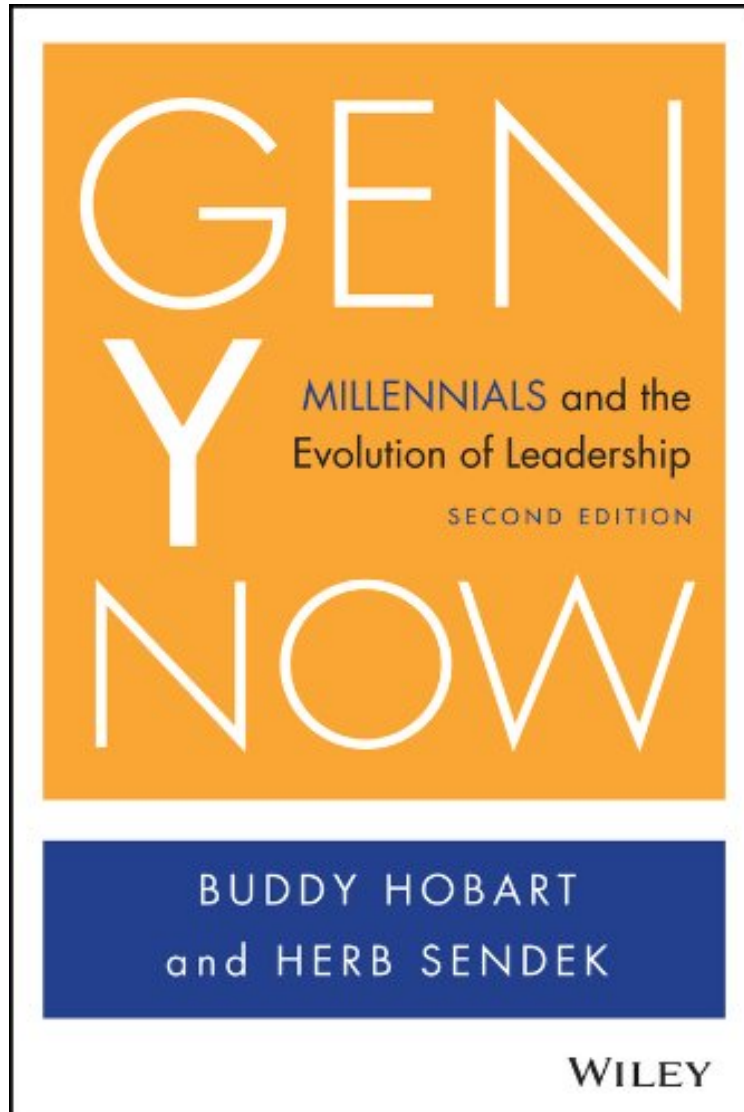


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## Gen Y Now: Millennials and the Evolution of Leadership

*Buddy Hobart, Herb Sendek*

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**Buddy Hobart, Herb Sendek : Gen Y Now: Millennials and the Evolution of Leadership** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Gen Y Now: Millennials and the Evolution of Leadership:

0 of 0 people found the following review helpful. This book is great for all generations to understand each other and give ...By Jenah Dooley This book is great for all generations to understand each other and give Gen Y (myself) more confidence to tackle the problems facing me in the job market.

Strategies for managing the real Generation Y A new generation of workers is forcing employers to rethink the

workplace. Generation Y, or Millennials, bring new ideas, innovation, and energy as they enter the workforce AND their expectations and demands are unique. In *Gen Y Now*, top team leadership gurus Buddy Hobart and Herb Sendek explore all the myths about this up and coming generation and show you how Millennials can 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 to believe. They value authenticity, flexibility, and recognition. Using the strategies in *Gen Y Now*, you can hire and retain these demanding workers, and the payoffs could be huge. Keep up with current trends and technologies to move your organization into the future. Attract the best young talent in preparation for the mass retirement of Baby Boomers and Gen X. Understand how demographic trends impact the way your intergenerational teams think. Inspire motivation in Millennial employees, reducing dissatisfaction and turnover costs. There are 80 million Millennials, and they are transforming the modern workforce. Your organization stands to gain from Gen Y employee engagement—if you know how to achieve it. *Gen Y Now* contains the leadership strategies you need to manage and motivate the Millennial generation.

From the Inside Flap: AN UPDATED GUIDE TO THE FUTURE OF WORK AND WORKPLACE LEADERSHIP. Many Baby Boomers and Generation Xers are quick to stereotype Millennials as entitled, self-absorbed, and lacking the work ethic of previous generations. But research has shown these common biases to be incorrect, and failing to recognize the tremendous workplace assets of Generation Y could do irreparable damage to your company in the years to come. In this updated second edition of *Gen Y Now: Millennials and the Evolution of Leadership*, authors Buddy Hobart and Herb Sendek explain that strong leadership is the primary requirement to connect and grow with Generation Y. With an abundance of real-world examples and years of in-depth research, *Gen Y Now* provides you with clear instructions on how to capture the imaginations and loyalty of the newest generation of workers and leverage their important new skills, ideas, and energy to help your company succeed—now and in the future. New chapters in this second edition explore compelling Gen Y discussion topics, like Authority Figure versus Authentic Figure, The Recession Generation, and The Work of Leaders. *Gen Y Now* is a book about strong leadership and the future of work, designed to help leaders better understand Millennials, create and execute a plan to attract and retain the best talent, and align the culture to support ALL employees (not just Gen Y).

From the Back Cover: WHAT READERS ARE SAYING ABOUT GEN Y NOW

“Great leadership is the one sure thing that separates truly exceptional organizations from the rest. Hobart and Sendek have nailed it with this book. We are in a new century and leaders need new skills and capabilities to lead their current—and future workforce. This book shows you how to be a 21st century leader.” —Stephen J. Kontra, vice president, Global Learning Development, Pfizer Inc.

“Insightful and well-conceived, Hobart and Sendek blend unique perspectives about the often misunderstood, yet talented crop of Gen Y workers. A must read for educators, employers, administrators, and leaders who seek guidance on effectively blending old-school concepts, work ethics, and technology with today’s vibrant and creative next generation. The book is positive, upbeat, and optimistic about where this generation can take us if we effectively partner with them.” —Dr. Rick Brandenburg, Wm. Neal Reynolds Distinguished Professor, North Carolina State University

“As I read *Gen Y Now*, I kept thinking, ‘Exactly! I wish my boss knew this.’ The book shows leaders exactly what they need to do to attract and retain Gen Y workers, and any organization that has seen an exodus of Millennials should read *Gen Y Now* to figure out what they’re doing wrong and how to make it right.” —Annie Siebert, reporter, writer, editor

“Hobart and Sendek provide a great resource for leaders and consultants navigating the ever-changing landscape of generational challenges in the workplace.” —Nicole Lipkin, Psy.D., author, *What Keeps Leadership Up at Night and Y in the Workplace*

“Gen Y is firmly in the workforce and leaders better understand them to be successful. Hobart and Sendek show leaders how to respond to Gen Y’s need for learning, recognition, fairness, and flexibility and take advantage of their willingness to collaborate and innovate. The book is must reading for managers in all types of organizations.” —Manuel London, PhD, dean, College of Business, State University of New York at Stony Brook

“It’s not that corporate America can’t afford to ignore generational differences anymore; it’s that corporate America can’t afford not to harness them. If youth are our future, that future belongs to organizations that know how to manage, motivate and mentor Millennials into leaders. Hobart and Sendek are here to show you how it’s done.” —J. M. Henderson, author and contributor, *Generation Meh*, *Forbes*

About the Author: Buddy Hobart is the president and founder of Solutions 21, a business management consulting firm based in Pittsburgh, PA. Solutions 21 regularly conducts seminars and customized training programs on leadership, behavioral styles, and Generation Y. Herb Sendek is the men’s basketball coach at Arizona State University. Herb works with Gen Y daily. He knows first-hand about selecting and developing successful Gen Y teams. He is nationally recognized for high-impact team leadership and recruiting strategies.