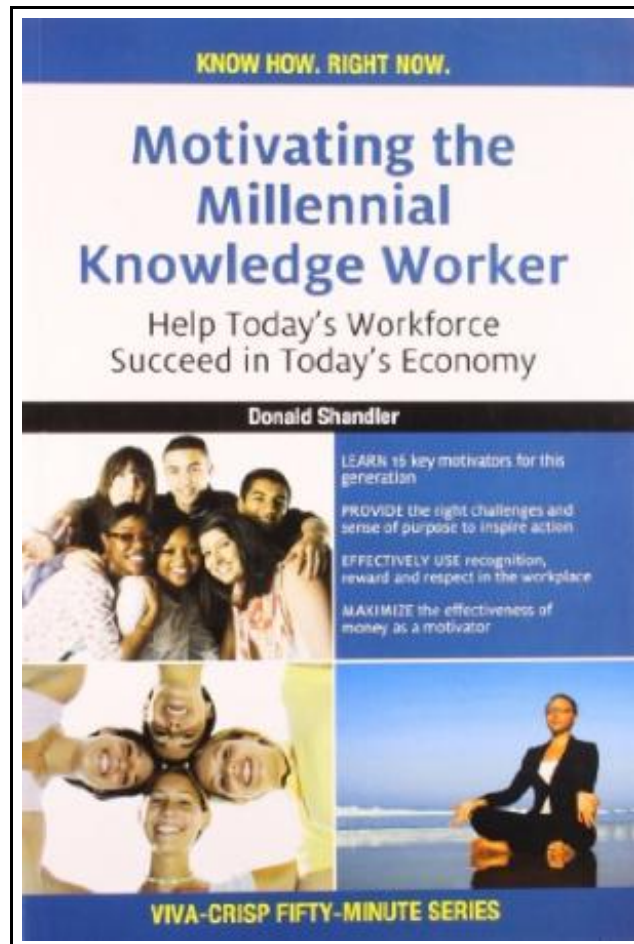


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Viva Books, 2011. Softcover. Book Condition: New. First edition. They've been called Generation-Y. They've been called Echo Boomers. They may go by different names, but there's no debate about their affect on business. They are the fastest growing segment of your employees population. They've been trained to use their heads more than their hands to solve problems. And it will take a new set of leadership skills to understand their perspective on work and motivate them to succeed. **Motivating the Millennial Knowledge Worker** begins with definitions about the generation and their style of work and then covers valuable insights you can use right away. You'll learn how to: ? Help Millennials achieve the work/life balance they seek ? Understand how challenges and purpose act as a motivators ? Balance the use of recognition, reward and respect effectively ? Use training and technology to achieve business goals Contents: Part 1: Flexibility and Work/Life Balance ? Getting Started ? Flexibility and Work/Life Balance: Not New Concepts ? Perspectives on Flexibility and Work/Life Balance ? Proactive Strategies Supporting Flexibility and Work/Life Balance ? Flexibility and Work/Life Balance: Examples ? Part 2: Multidimensional Millennial Growth Opportunities ? Getting Started ? Multidimensional Growth Opportunities as Non-Negotiable Requirements ? Reconciling Millennial Growth Opportunities with Knowledge Organizations ? Millennial Leadership Opportunities and Multidimensional Career Growth ? Part 3: Fun and Social Interaction ? Getting Started ? Fun and Social Interaction: Important Motivational Factors ? Managers and HR Professionals Need to Employ "Millennial Fun" Strategies ? Managers and HR Professionals Need to Increase Millennial Social Interaction ? Fun and Social Interaction: Examples ? Part 4: Purpose, Contribution, and Challenging Work ? Getting Started ? New Rules for Employment: Placing Millennials in Perspective ? The Millennials? Need to Make and Be Recognized for their Contributions ? The Manager's Role...

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