



# Managing the New Generation

*Carolin Rekar Munro*

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**Managing the New Generation** Carolin Rekar Munro

**A practical guide for understanding and meeting workplace expectations of Generation Y**

## About This Book

- Practical applications and colourful examples and stories that inspire you to engage with Generation Y in new and productive ways
- Discover the values and attitudes of a new generation of employees through insightful and engaging interviews with members of Generation Y themselves
- Stimulating, thought provoking and practical guidance on one of the most pressing issues in business today

## Who This Book Is For

This book is written to help managers and business leaders harness the talent and skills of Gen Y.

## In Detail

Innovative techniques and practices for managing and engaging the new generation of workers.

As the new generation of employees enters the workforce, they bring with them a distinctive set of attitudes, behaviors and expectations. Coupled with rapid changes to social and business life, this has created a situation of fast transformation in workplace and organizational culture. For some it may be troubling, and difficult to contend with, but the creativity and energy of Generation Y presents should be regarded as an opportunity, not a challenge. When managed and cultivated in the right way, Generation Y can play a key role in your organization and can push you forward towards future success.

This engaging guide, thoughtful and practical in equal measure, takes the mystery and confusion out of managing and working with Generation Y. Carolin Munro, Associate Professor at the Faculty of management at Royal Roads University, BC., offers an unconventional roadmap to navigate through the uncultivated terrain of attracting, engaging, and retaining Generation Y talent in your organization. Carolin addresses the burning questions you have about Generation Y and proposes specific strategies that you can use to build collaborative working relationships with a new generation of employees. From attracting Generation Y to your organization, dealing with any multi-generational differences, to inspiring and coaching new employees towards success, Carolin draws on her expertise in management and leadership to demonstrate that the future will be safe in the hands of Generation Y.

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