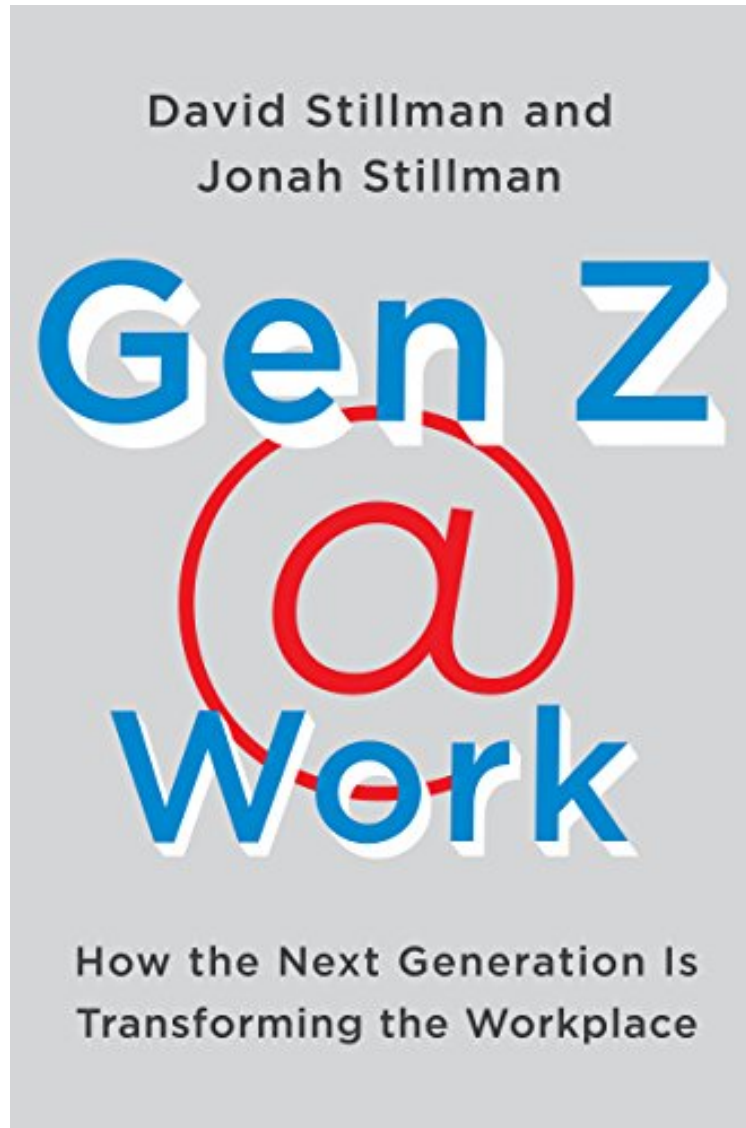


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Gen Z Work: How the Next Generation Is Transforming the Workplace

David Stillman, Jonah Stillman
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David Stillman, Jonah Stillman : Gen Z Work: How the Next Generation Is Transforming the Workplace
before purchasing it in order to gauge whether or not it would be worth my time, and all praised Gen Z Work: How the Next Generation Is Transforming the Workplace:

0 of 0 people found the following review helpful. A must read for leaders in organizations with Gen Z team members (employees) By Ed Nottingham Working in a corporate world that includes five (5) generations, I am often confronted with leaders who wonder why different generations react so differently than they do. It seems that an underlying belief

is their way worked for them so why isn't it working for the other generations! David and Jonah Stillman have done an outstanding job answering that question. This book is rich with data from the surveys and interviews they conducted when researching Generation Z and offers not only clear illustrations of how this generation (Gen Z) differs from Millennials, Gen X, Baby Boomers, and Traditionalists, but more importantly offers practical suggestions on how to best welcome them into the workplace and manage, lead, and mentor effectively. While focused on the "Z" generation, I found so many helpful tips that leaders can use when working with the other generations. Myths abound associated with the different generations, and "Gen Z @ Work" works to clarify so many of the myths and misunderstandings that can negatively impact how leaders work with team members from various generations. And, I love that this book is written as a partnership between a Gen X and his Gen Z son. What a wonderful idea with such great value! Hearing directly from Jonah and dialogues between father and son helped keep me engaged throughout the book. While David says "If you're reading this book for parenting advice, I'm not so sure" (p. 9), as a consulting and clinical psychologist I would disagree. I think parents can gain significant insights from this book, and I highly recommend that all managers/leaders read it. Thank you David and Jonah for a such a great book/resource!

Ed Nottingham, PhD, PCC Consulting
Clinical Psychologist Author, It's Not As Bad As It Seems

0 of 0 people found the following review helpful. Eye Opening
By Kindle Customer Really fascinating work. I really like the relationships between parenting styles and see how that has played out in forming a generation. It will be interesting to see how the established workforce and Gen Z learn to adapt to each other.

0 of 0 people found the following review helpful. Great job Jonah and David
By Nancy Inspirational and thought provoking! Employers and employees need to understand generational differences to foster innovation and high performance teaming. Great job Jonah and David!!

A generations expert and author of *When Generations Collide* and *The M-Factor* teams up with his seventeen-year-old son to introduce the next influential demographic group to join the workforce—Generation Z—in this essential study, the first on the subject. They were born between 1995 and 2012. At 72.8 million strong, Gen Z is about to make its presence known in the workplace in a major way—and employers need to understand the differences that set them apart. They're radically different than the Millennials, and yet no one seems to be talking about them—until now. This generation has an entirely unique perspective on careers and how to succeed in the workforce. Based on the first national studies of Gen Z's workplace attitudes; interviews with hundreds of CEOs, celebrities, and thought leaders on generational issues; cutting-edge case studies; and insights from Gen Zers themselves, *Gen Z @ Work* offers the knowledge today's leaders need to get ahead of the next gaps in the workplace and how best to recruit, retain, motivate, and manage Gen Zers. Ahead of the curve, *Gen Z @ Work* is the first comprehensive, serious look at what the next generation of workers looks like, and what that means for the rest of us.

"Fascinating insight into the collective conscious of Gen Z. This generation will rewrite the rules of the workplace and transform the future of business." --(Blake Mycoskie, Chief Shoe Giver at TOMS and bestselling author of *Start Something That Matters*) "Move over Millennials, Gen Z is here. David and Jonah give a fun and informative introduction. This is a must-read for anyone looking to recruit, manage, and retain the best and brightest new workers." --(Andrew Yang, CEO and founder of Venture for America, author of *Smart People Should Build Things*) "David and Jonah understand the strength of the future. CEOs would be wise to pay attention to the opportunities presented by harnessing Gen Z's power. Gen Z is agile, engaged, and empowered. *Gen Z @ Work* is a timely, fascinating read." --(Richard Davis, chairman and former CEO of U.S. Bancorp)

From the Back Cover

Born between 1995 and 2012, at 72.8 million strong, Gen Zers are about to make their presence known. They're radically different from the Millennials, yet no one seems to have been talking about them—until now. This generation has a unique perspective on careers and how to succeed in the workforce, and *Gen Z @ Work* introduces these seven distinguishing traits:

- **Digital**—The line between the physical and digital worlds for Gen Z hasn't just been blurred; it's been completely eliminated. Ninety-one percent of Gen Zers say that a company's technological sophistication would influence their decision to accept a position with a firm.
- **Hyper-Custom**—Gen Zers have always worked hard at identifying and tailoring their brands for the world to know. From job titles to career paths, the pressure to customize has been turned up! Fifty-six percent of Gen Zers want to write their own job descriptions.
- **Realistic**—Growing up with skeptical Gen X parents in the aftermath of 9/11 and the Great Recession has created in Gen Z a very pragmatic mind-set when it comes to preparing for the future.
- **FOMO**—Gen Zers suffer from an intense fear of missing out on anything. The good news is that they will stay on top of all trends; the bad news is that they will worry they're not moving ahead fast enough.
- **Weconomists**—From Uber to Airbnb, Gen Zers have only known a world with a shared economy. They will push to break down internal and external silos like never before.
- **DIY**—Gen Z is the do-it-yourself generation. Its fierce, independent nature will collide head-on with so many of the collaborative cultures that Millennials have fought for.
- **Driven**—With parents who drilled into them that there are winners and there are losers, this

demographic is one motivated group. Seventy-two percent of Gen Zers say they are competitive with people doing the same job. Based on the first national studies of Gen Z's workplace attitudes; interviews with hundreds of CEOs, celebrities, and thought leaders on generational issues; cutting-edge case studies; and insights from Gen Zers themselves, *Gen Z @ Work* is the first serious, comprehensive examination of what the next generation of workers looks like, and what that means for the rest of us.

About the Author David Stillman is the coauthor of bestselling books *When Generations Collide* and *The M-Factor: How the Millennials Are Rocking the Workplace*. He has contributed to *Time*, *Washington Post*, the *New York Times*, and *USA Today* and has been featured as a generational expert on CNN, CNBC, and the *Today Show*. He has been named one of the *Forty Under 40* movers and shakers and one of *200 to Watch* by the *Business Journal*.

Jonah Stillman (Gen Zer) is ranked sixth in the US in snowboarding and has served as an ambassador for the international nonprofit *Free the Children*, traveling to Kenya and Ecuador to build schools. He is excited to be the voice of his generation and offer companies and organizations a heads-up about the next generation gaps.

Audiobook Narrator Bios: Graham Halstead is an Earphones Award-winning audiobook narrator and a professionally trained actor and voice artist born and raised in Virginia and now living and working in Brooklyn. As an actor, he has worked internationally in Edinburgh and London, as well as back home at the Kennedy Center in Washington, DC. His youthful, easy-flowing voice can be heard on television and radio voicing spots for *Airborne* and *Allegra*.

Keith Sellon-Wright has more than thirty years of experience as a professional working in Hollywood. His television roles have included *Frasier*, *Wings*, *Seinfeld*, *Married with Children*, and *The West Wing*. More recently he has appeared on *Mad Men* and *Parks and Recreation*, and had recurring roles on both *Grey's Anatomy* and *Scandal*. He works from a state of the art voice over booth at his residence for audiobook narrations.