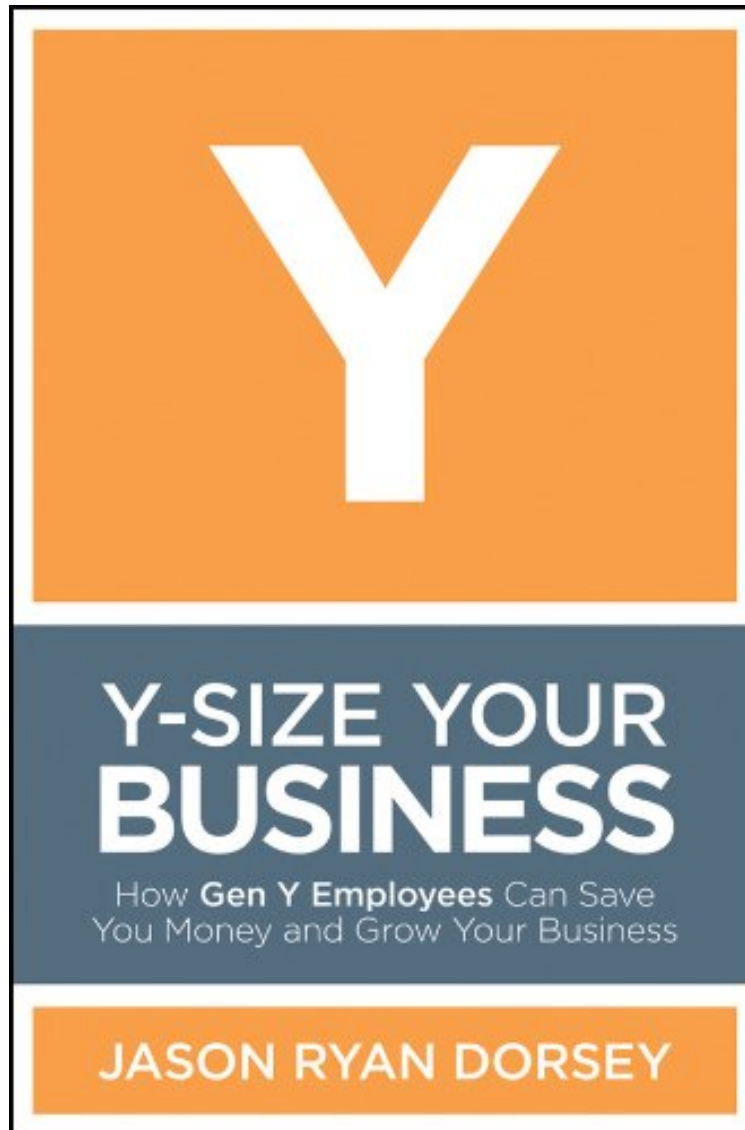


(Free) Y-Size Your Business: How Gen Y Employees Can Save You Money and Grow Your Business

Y-Size Your Business: How Gen Y Employees Can Save You Money and Grow Your Business

Jason Ryan Dorsey

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Jason Ryan Dorsey : Y-Size Your Business: How Gen Y Employees Can Save You Money and Grow Your Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Y-Size Your Business: How Gen Y Employees Can Save You Money and Grow Your Business:

1 of 1 people found the following review helpful. Must ReadBy JoseyI cant say enough about Jason Dorsey. If you ever have the chance to hear him speak, you must. I am 26 years old and this man has connected to me more than any other speaker I have ever heard. He is relatable and what he says is true. He speaks the millennial language but can

still captivate all generations. Plus, he is just funny. This book is worth more than its listed for and I'd buy it again in a heartbeat. Wish I could even get my bosses to read it. It would be an eye opener for them, too. 3 of 3 people found the following review helpful. If You're Hiring GenY Employees, You Need This Book! By DMFennAnd who isn't hiring GenY (born between 1977 and 1997) these days? They are entering the workforce in droves and managers often find them infuriating and befuddling. Dorsey gets it because he's a GenYer himself and he's also consulted with countless companies, large and small, to help them hire, engage, and retain employees in his own generation. He is refreshingly objective and his writing is crisp and witty, making this well-organized and expertly-researched book a fast and entertaining read. But best of all, Dorsey offers real-world examples of companies who know how to attract and retain GenY (like Enterprise, McKinsey, and Zappos) and offers his own very detailed and common-sense advice for "Y-Sizing" your business. So you'll find a treasure trove of tools and tactics that you can put to use right away. My own takeaway is that much of what Dorsey says you should do to make your workplace more GenY friendly (like explicitly stating goals, providing a clear path for advancement, linking rewards to performance, etc) makes work more engaging, exciting, and fun for everyone. So "Y-Size" should be required reading for anyone seeking to create a more productive (and hence profitable) company in a fast-paced economy staffed by a multi-generational workforce. 2 of 2 people found the following review helpful. Valuable fresh perspective full of ready to implement action ideas By 52 Books-A-Year The "Gen-Y Guy," Jason Dorsey tells stories of a multigenerational workforce in this well researched, educational and entertaining book. Jason's writing style is conversational, sincere and thought provoking. From the beginning of Y-Size, nearly every page has had parables, side notes and analogies that have caused me to relate followed quickly by a grin or LOL (laugh out loud). I recommend this book to any manager, leader or entrepreneur who wants to gain a valuable fresh perspective and inject ready to implement action ideas into their workforce.

In today's economy, maximizing the performance of every employee is critical to business survival and growth. Gen Y—sometimes called Millennials—provides an enticing opportunity for employers to increase their short-term profitability and create a long-term competitive advantage. Almost 80 million strong, Gen Y is the fastest growing segment in the US workforce—and now comprises the entire 18 to 32 demographic. Along with their ever-present cell phone and occasional backpack, Gen Y brings tremendous potential and timely skills to the workplace (just ask, they'll tell you). However, Gen Y can be notoriously difficult to attract, retain, motivate, and develop. Gen Y's new approach to work makes them a growing challenge or strategic opportunity—depending entirely on how you choose to employ them. In *Y-Size Your Business*, Jason Ryan Dorsey, *The Gen Y Guy*, presents a step-by-step methodology for best employing Gen Y without investing a lot of time or money. A member of Gen Y himself he delivers an insider's view of his generation as well as more than fifty cost-effective, ready-to-use strategies that deliver immediate measurable results. Dorsey collected these creative strategies from the frontlines of business during his work with executives, managers, and entrepreneurs in businesses large and small around the world. He shows you exactly how to attract the best Gen Y employees, quickly develop their workplace skills, and then unlock their performance, motivation, and loyalty. Reveals creative ways to attract, retain, motivate, and develop Gen Y employees without paying them more money (or meeting their Mom) Includes a behind-the-scenes view of Gen Y from someone in Gen Y (including why they text message without vowels) Explains the primary workplace differences between the four generations and how to leverage their strengths Features funny, outrageous, and candid stories that expose the generation gap in the office (Is that a tattoo?) Helps you view the Gen Y employee life cycle and key business operations in a new way—one you can use to your business and career advantage Companies that wisely choose to embrace Gen Y today will be well positioned to navigate the global economy tomorrow. Not only will these companies benefit from the talents and ambitions of Gen Y—they'll also benefit from Gen Y's increasing economic influence as well as their massive social networks. Based on Dorsey's work with business leaders at companies around the world, as a keynote speaker, consultant, and generational expert, *Y-Size Your Business* presents precisely the solutions you need to make the most of an increasingly important generation that is ready to make an impact from their first day at work (and then blog about it!).