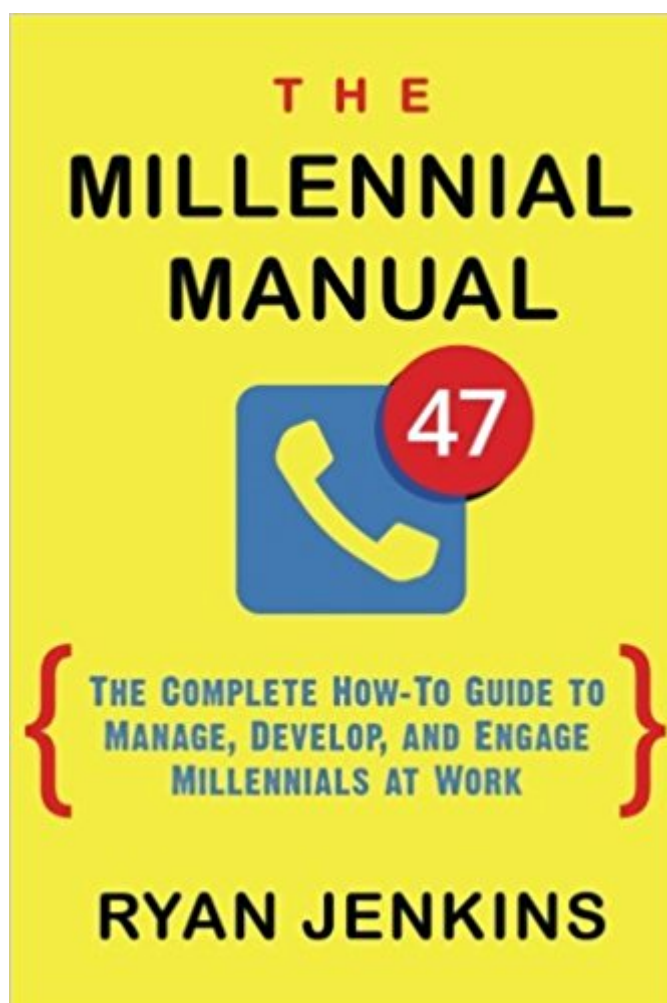


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# The Millennial Manual: The Complete How-To Guide To Manage, Develop, And Engage Millennials At Work



## Synopsis

The Millennial Manual equips leaders to increase productivity, improve retention, and accelerate the development of their Millennial workforce. Since Millennials became a majority of the labor force, leaders have found themselves ill-equipped to successfully manage, develop, and engage this unprecedented generation. As a result, Millennials are the most disengaged and least loyal generation at work contributing to annual costs of \$500 billion in lost productivity and \$30.5 billion in Millennial turnover. The actionable strategies shared in this book are the result of five years of strenuous research, harvesting the best practices of managing Millennials from thousands of leaders in hundreds of companies. The result is a comprehensive guide to overcoming most of the challenges managers face when leading Millennials – a generation that to outsiders seems to be in constant flux. In this book, you will learn: How to instill work ethic into millennials How to eliminate entitlement in a millennial workforce How to structure and deliver training that transforms millennials How to cure (or curb) millennials' career impatience and job hopping How to avoid the top two reasons millennials leave companies How to attract millennials with the right company perks How to get millennials to answer your phone call And forty more proven and practical how-tos!

## Book Information

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## Customer Reviews

Ryan's knowledge of leading Millennials is exemplary. - --CHRISTIE STOCK, President, Associated Tire  
Ryan knows how to unpack Millennials in a way that is accessible and fun. - --MICKIE CALKINS, Director, Co-Innovation & Prototyping, CableLabs  
The best expert I've heard on

Millennials in the workplace. - --BRANDY VANNOY, Tax Partner, Johnson Lambert & Co

Ryan Jenkins is an internationally recognized Millennial keynote speaker, generations expert, and Inc.com columnist. For over seven years, Jenkins has helped organizations lead, engage, develop, and sell across generations. Some of his clients include Coca-Cola, John Deere, Wells Fargo, Aetna, and Delta Air Lines. Jenkins is a leading voice on Millennials and Generation Z in the workplace. His blog, podcast, and Inc.com column inspire and equip thousands of people every week around the world. A Millennial himself, Jenkins brings a fresh approach to generational management that has made him one of the most sought-after keynote speakers on the future of the workforce. His top-ranked generational insights have been featured in Forbes, Fast Company, Inc., and SUCCESS Magazine, to name a few. Ryan is also a Partner at 21mill.com, a micro-learning platform offering the training Millennials need to perform better at work. Find out more at: [www.ryan-jenkins.com](http://www.ryan-jenkins.com)

I first met Ryan when I attended a presentation that he co-hosted discussing the differences between Baby Boomers and Millennials. His style and knowledge impressed me so much that, when I needed a speaker for a conference, I called Ryan. And now that he has put his knowledge on paper, when I have a question about Millennials, I will reach for this book. Why is this book important? The Millennials are now the largest generational group in the US and in the world. Additionally, when we say “Millennial,” there are many misconceptions that come to mind of a Gen Xer (like me) or a Baby Boomer. Ryan clears up the misconceptions in an engaging manner. Who is this book for? As Ryan stated in the introduction, it is the responsibility of the Leader to adapt and change his or her presentation to the needs of the team. At this moment, the team will be mostly Millennials. So, this book is for anyone who manages, develops, engages, or works with Millennials. The writing style is easy to understand and his knowledge of generational differences shows. The book is organized in the most effective way to teach the reader, starting with a description of the generational differences, a discussion of the Millennial generation, followed by sections on how to manage, develop, engage, and work with the most misunderstood generation. Each section is packed with helpful tips that you can put into place now and get results. For example, in the Develop Millennials section, Chapter 24 (How to Help Millennials Overcome Their Top 8 Weaknesses), discusses the top complaint against Millennials – a sense of entitlement. How do you address this? Read the book to find out. For organizations, I would recommend this book as part of any Leadership development program.

The Millennial Manual is a great resource, easy to read and a recommended addition to your leadership library. When you have different goals, skill sets and motivating factors it can be challenging to work cohesively as a team. With so many people of different generations being asked to work together, The Millennial Manual helped me to understand the communication preferences of millennials and the strengths and skills they bring to the team. This book provided me with excellent insights on the best ways to engage this generation. It includes valuable take-away strategies to implement-be it in the workplace, the volunteer sector or in personal relationships with millennials.

If your children are millennial's....if you work with millennial's...if you manage millennial's....if you sell to millennial's....you need this book! Ryan has created 47 great chapters that you can use as a reference guide, a manual....just read the chapters where you have challenges with millennial's. This is a great idea and makes this manual one that you should have right next to your desk or workspace! Each chapter is quick, easy to read, easy to digest and easy to deploy...very action oriented. This manual should be used by anyone dealing with millennial's....heck, even the millennial's should read this too! Excellent work Ryan!

I first seen Ryan when he presented at our quarterly leadership meeting where I work. Ryan was very insightful then and it really opened my eyes to the dynamics of managing the Millennial Generation. I was so excited to hear that Ryan was getting ready to launch his new book "The Millennial Manual". I pre-ordered the book as I was sure it would be beneficial to me as a leader. I found the book not only was beneficial to me as a leader it also helped me to understand my daughter. This book is a great resource to have in your collection. The book is broken down nicely into sections where you can jump around the book and go to specific areas. You do not have to read it cover to cover. Thank you Ryan for another great insight and to helping me be able to truly engage with this very large population!

With one foot in the millennial camp and the other in leadership, Ryan is able to bridge the gap that most employers feel exists between them and their younger employees. I took the opportunity to read the book straight through, but it also functions as a problem based reference guide to help address day to day issues. I would highly recommend this easy read for anybody that employs or even works with millennials. It provides great insight into maximizing performance in this young and growing generation.

I could waste a lot of time and money trying to figure out how to engage and motivate the younger generation. Instead, I'm relying on Ryan Jenkins' vast experience to lead me. There are so many smart strategies in this book that anyone can apply to enhance relationships at work and home.

The Best Written book I have had the pleasure of reading for explaining and making available information on The Millennial Habits and Traits. This book is an asset for any Executives to find the value the Millennials can provide.

Great perspective. Passed it to a client.

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