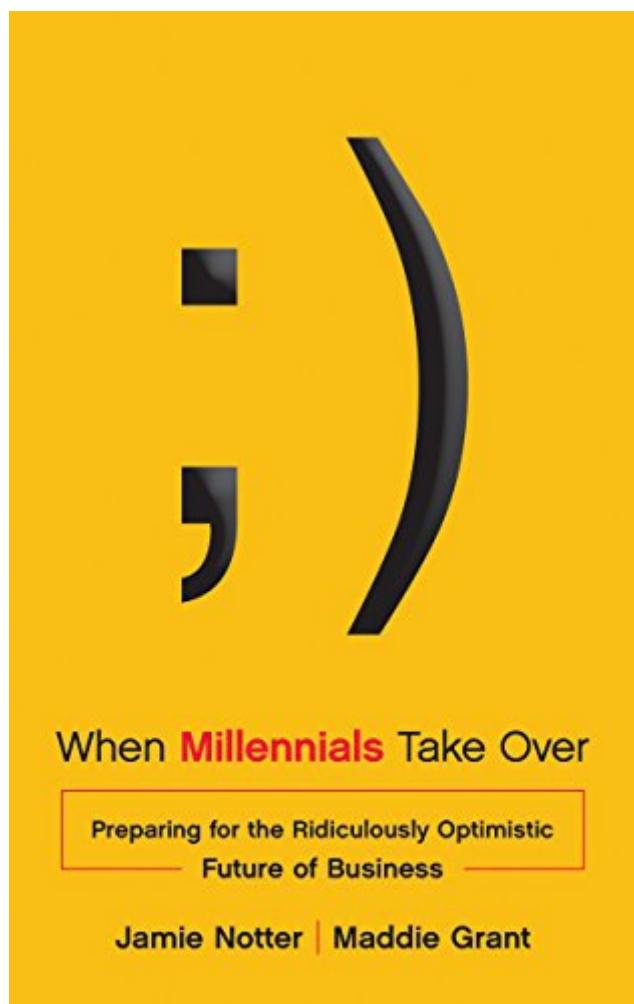


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# When Millennials Take Over: Preparing For The Ridiculously Optimistic Future Of Business



## **Synopsis**

Is your organization ready for what is coming? Between the decline of modern management, the social media shift of power toward individuals, and the ascent of the Millennial generation into leadership roles, companies of all shapes and sizes are facing a future that they are ill-equipped to handle. As a result of this perfect storm of changes, many organizations are struggling to stay relevant to customers, capitalize on opportunities in the marketplace, and attract top talent. Successful companies, on the other hand, are shifting to embrace four key capacities that will drive the future of business: digital, clear, fluid, and fast. Drawing on both cutting-edge case studies and research on Millennials in the workplace, you'll learn how to successfully apply these four capacities in your context to drive real business results, like more engaged employees, higher-value customers, greater strategic agility, and stronger, magnetic cultures. When Millennials Take Over delivers concrete, actionable advice you can use to set your company apart as a leader--rather than a follower. The only constant is change. These four capacities are the key to being able to keep up with the complexity, uncertainty and rapid shifts in our industries and our world. When Millennials Take Over is an intelligently practical guide to how you can build these capacities for your organization - starting NOW.

## **Book Information**

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## Customer Reviews

Like their other book, *Humanize*, this new book by Jamie Notter and Maddie Grant is extraordinary: provocative, profound, lucid, well-documented and eminently applicable. This is not the usual book about how to attract or increase millennials among your staff and customers. Instead it is a view of the world through the eyes of the millennials; a fresh analysis of the market, management and leadership and what it takes to thrive in it. Why focus on millennials? It is not that the Millennials are different from other generations or admirable and worthy of our focus. It is not because they represent a new market to attract. Instead, it is because they illustrate the nature of the fundamental shift between two eras that is taking place right now. âœRemember,â • the authors remind us,â • the Millennials are not telling us how to do things, but they are shining a light on the capacities that will drive this revolution in leadership and management.â • They âœbecome the generation that will finally push the decline of the machine approach to management over the end.â • This requires organizations to develop new capacities rather than come up with marketing tricks and strategies for appealing to millennials. Two remarkable attributes differentiate this book from other books on business theory or millennial marketing. First the authors truly unveil for us a view of the world we live in from the perspective of the millennial customer, uncovering subtle but crucial shifts in definitions of leadership, sources of value, measures of success, etc.

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