Adapt your management methods to harness Millennial potential

Not Everyone Gets a Trophy: How to Manage the Millennials provides employers with a workable game plan for turning Millennials into the stellar workforce they have the potential to be. The culmination of over two decades of research, this book provides employers with a practical framework for engaging, developing, and retaining the new generation of employees. This new revised and updated edition expands the discussion to include the new 'second-wave' Millennials, those Tulgan refers to as 'Generation Z,' and explores the ways in which these methods and tactics are becoming increasingly critical in the face of the profoundly changing global workforce.

Baby Boomers are aging out and the newest generation is flowing in. Savvy employers are proactively harnessing the talent and potential these younger workers bring to the table. This book shows how to become a savvy employer and . . .

- Understand the generational shift occurring in the workplace
- Recruit, motivate, engage, and retain the newest new young workforce
- Discover best practices through proven strategies, case studies, and step-by-step instructions
- Explore new research on the second-wave Millennials ('Generation Z') as well as continuing research on the first-wave Millennials ('Generation Y')
- Teach Millennials how to manage themselves, help their managers manage them, and how to become new leaders themselves
It's not your imagination—Millennial workers are different, but that difference is shaped by the same forces that make potentially exceptional workers. Employers who can engage Millennials' passion and loyalty have great things ahead. *Not Everyone Gets a Trophy* is your handbook for building the next great workforce.

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**ABOUT THE AUTHOR**

**BRUCE TULGAN** is internationally recognized as the leading expert on young people in the workplace. He is an advisor to business leaders and the author of numerous books, including the classic *Managing Generation X* and the bestseller *It's Okay to Be the Boss*. Since founding the management training firm RainmakerThinking, Inc., he has been a sought-after keynote speaker and seminar leader. Tulgan's work has been the subject of thousands of news stories, and he has written for dozens of publications, including the *New York Times, USA Today, Human Resources Magazine*, and the *Harvard Business Review*. He also holds a sixth degree black belt in karate and is married to Debby Applegate, winner of the 2007 Pulitzer Prize for Biography.

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