Lynne Lancaster and David Stillman
The M-Factor
Why the Millennial Generation Is Rocking the Workplace and How You Can Turn Their Great Expectations into Even Greater Results

This ultimate guide to Millennials in the workplace offers valuable insight and practical tips on how Boomers, Gen Xers, and even Millennials themselves can bridge generational gaps, be more productive, and achieve organizational success like never before.

As the Millennial generation (those born between 1982 and 2000) rapidly enters the workforce, their introduction into the workplace has been anything but seamless. In fact, you might have already heard one of these jaw-dropping stories: the mother who called HR to complain when her daughter got a mediocre performance review. The recent college graduate who dialled the CEO directly to tell him what the company could be doing better. The young employee who revealed a new product launch on her Facebook page before it was announced to the public.

As unbelievable as these scenarios seem, they are happening in workplaces around the world every day, and in The M-Factor, Baby Boomer Lynne Lancaster and Generation Xer David Stillman identify the seven trends essential to understanding this new generation: The Parents, Entitlement, Meaning, Great Expectations, The Need for Speed, Social Networking, and Collaboration. Both humorous and savvy, this book offers valuable insight and practical, actionable tips and solutions.

MARKETING

• Previous book When Generations Collide has sold more than 50,000 copies
• Authors have launched a trainer certification program called BridgeBuilders
• Author appearances in San Francisco and Minneapolis/St. Paul
• National media and radio campaign
• Authors’ Web site: www.generations.com

PRAISE FOR THE M-FACTOR

“Young people ARE transforming the workforce and overall it’s for the better, as their culture is the new culture of work.”
—Don Tapscott, coauthor of the New York Times bestseller Wikinomics

“Lancaster and Stillman have a laser-eye on the future of talent.... Pick [this book] up...and put these no-fail concepts to work.”
—Harvey Mackay, author of the #1 New York Times bestseller Swim with the Sharks without Being Eaten

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Lynne Lancaster is a Phi Beta Kappa summa cum laude graduate of the University of Minnesota. She earned her stripes as a corporate communication consultant to companies such as CocaCola and Pillsbury. She is coauthor, with David Stillman, of the bestselling business book When Generations Collide.

David Stillman is a graduate of the University of Wisconsin at Madison with B.A. degrees in communications and sociology. He worked for ABC television in New York City as an intern for Prime Time Live and served as a roving reporter for CBS radio. He is coauthor, with Lynne Lancaster, of the bestselling business book When Generations Collide.

Susan Ericksen lives on the East Coast, where she performs on stage and on television. Susan has recorded many audiobooks, including Naked in Death by J. D. Robb and Woman in Red by Eileen Goudge.

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Factors driving this evolution include technology advancements, increasing distribution of information across different media, and the need to improve the efficiency, productivity and profitability of print providers and their supply chain partners. The need for the M series is driven by the color changes seen in materials containing OBAs when viewed with different light sources.