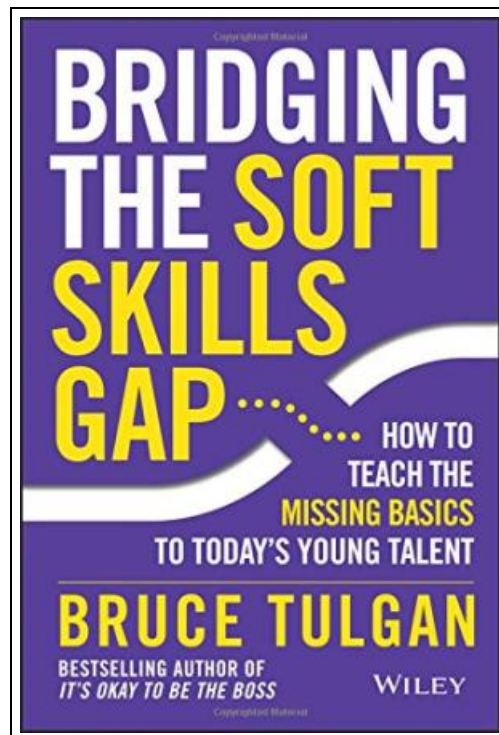# Bridging the Soft Skills Gap: How to Teach the Missing Basics to Todays Young Talent

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(Ms. Hannah Lowe)

BRIDGING THE SOFT SKILLS GAP: HOW TO TEACH THE MISSING BASICS TO TODAYS YOUNG TALENT

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Jossey-Bass. Hardcover. Condition: New. 224 pages. Dimensions: 9.8in. x 5.9in. x 0.6in.GenZers represent the watershed generational shift of our era. The 22-year-old graduates of the baccalaureate Class of 2012 were born in 1990, the first birth year of Generation Z. The bleeding edge of Generation Z (16 to 22 year olds) are already more than 10 million strong in the US and will reach 20 million in 2015. They will fill up a youth bubble in the workplace, just as 30 million Baby Boomers retire. Generation Z represents the greatest generational shift the workplace has ever seen. And it will present profound challenges to managers in every sector of the workforce. Unlike Gen Yers, Gen Zers are dubious about their long-term prospects and fearful about the short-term. They have much lower expectations, their expressions of confidence are much more cautious, and their demands fairly modest. Can you blame them Those born in 1990 were eleven years old on 91101, that infamous day, and ever since we have been a nation at war. They graduated from high school in 2008, just as the economy was on the verge of collapse and entering the deepest and most protracted recession since the Great Depression. Now they are graduating from college amidst a stumbling jobless recovery in which unemployment remains stubbornly high, especially among those under the age of 25, forced to compete for job opportunities with people their parents age. In Managing Generation Z, generational management expert Bruce Tulgan reveals what makes this new generation of workers tick and how managers can respond with strong managerial approaches to getting the best out of this generation of employees: SOCIAL MEDIA IS THE FUTURE. Managing Generation Z requires mastering the tools of social media. But managers must take control. The key is command-driven use of...

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