



**Tiny investments in Gen Yers
can have major returns for their
companies.**

Nadira H. Hira

□ *Workplace retention & productivity;*
Generation Y; diversity. □

Award-winning writer/blogger on Generation Y, the fastest growing segment of the American workforce. How to engage them as important contributors to corporate culture and productivity. Also speaks on racial and generational diversity and the role of social networks in society and the modern workplace.

Expert on Generation Y. Contributor, *Fortune* magazine.



Ahead of the Curve

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Highlights

Award-winning writer Nadira A. Hira (pronounced Na-DEER-ah HEAR-ah) has become a leading voice on **Generation Y**, the fastest-growing segment of the American workforce, through her work as a journalist at *Fortune* magazine and her cultural commentary as a member of Gen Y herself.

Nadira is currently working on the **much anticipated book** on Generation Y, to be published by Jossey-Bass, an imprint of John Wiley & Sons. Drawing on original research and reporting, Nadira will explore exactly how this generation will be shaped by the current recession, understanding how they are critical to the future workforce, and how to turn today's Gen Yers into the business leaders of tomorrow.

While it may seem to some executives that, given the current economic climate, it'll be easy to get and keep Yers, Nadira has found just the opposite: If Yers were suspicious of corporate America before, they're completely distrustful now, having had all their fears about corporate life confirmed by the financial crisis and its fallout. And while some Yers may take a job now to pay the bills, they're sure to be off pursuing work that's more in line with their values—be it at a nonprofit or with an entrepreneurial venture—as soon as it's possible. So it's even more important than before that organizations focus on recruiting, retaining, and developing the best Gen Y talent.

She authored *Fortune's* widely discussed 2007 cover story on **Gen Yers** and their impact on corporate America.

She speaks on how to creatively engage Generation Y as **important contributors** to corporate culture and productivity, on racial and generational **diversity**, and on the role of **social networks** in the modern workplace and in society in general.

Nadira's work has also appeared in various other national publications—among them, *Essence*, *Smithsonian*, and *Men's Fitness* magazines. Her media presence extends to television, where she has been a featured personality, a regular contributor and an expert guest on many major outlets.

TOPICS

The wired Yers: Understanding the social networking generation. A survey of some of the most popular technologies (e.g. Facebook, MySpace, LinkedIn), advice on how some of these can be incorporated into the workplace (e.g. SameTime), and a little sociological context to boot.

The management challenge: Turning 4 generations into 1 productive workplace. This presentation focuses on relationship-building in the workplace—how to help Boomers manage, Xers avoid getting bitter, and Yers succeed (without anyone going crazy in the process!).

Attract, retain, and develop: Keeping Generation Y engaged. How do you get Gen Yers into the fold and make sure they stay there, particularly in light of the coming retirement wave?

Survival 101: A corporate field guide for Generation Y. Tailored to the unique needs of Gen Yers, this presentation focuses on helping them to adjust to the corporate environment—but without losing their energy—through some simple guidelines and explication. (This is, after all, Generation “Why.”)

Diversity for the 21st century: How to start getting it right. Increasingly, diversity is less about numbers than it is about creating a welcoming and more comfortable environment for employees of color, particularly when they are one of just a few like them. (Which of course, eventually does lead to better numbers, including retention.) A look at the continuing challenges, some key ways to improve, and why this has traditionally been so difficult. (Not to mention some hilarious, if somewhat frightening, stories from my own experience.)