



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

Nadira H. Hira

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

Fortune reporter/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.

Writer & blogger, Fortune magazine.



Ahead of the Curve

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Highlights

Award-winning journalist Nadira A. Hira (pronounced Na-DEER-ah HEAR-ah) is a general assignment writer at *Fortune*, where she has focused increasingly on stories for and about **Generation Y**, the fastest growing segment of the American workforce.

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 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.

She authored *Fortune's* widely discussed 2007 cover story on Gen Yers and their impact on corporate America. She also writes a blog for Gen Yers on Fortune.com called "[The Gig.](#)"

In 2007, Nadira received the NewsBios 30 Under 30 award, which showcases the most promising young business journalists. She has three times been nominated for a National Association of Black Journalists Salute to Excellence award.

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 on HBO's *Real Time with Bill Maher* and ABC's *America's Black Forum*, a regular contributor to VH1's *The Fabulous Life* and BET's *Black Carpet*, and an expert guest on many major outlets, including CNN, CBS, MSNBC, CNBC, and BBC-A.

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.)