



The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today

By Jeanne C. Meister, Karie Willyerd

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From well-respected human resources and corporate training experts Jeanne C. Meister and Karie Willyerd, a must-read guide to the innovative strategies that the best companies are using to create a workplace that the best talent chooses—both today and in 2020. In *The 2020 Workplace*, Meister and Willyerd offer a battle plan to start winning tomorrow's employees today.

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Editorial Review

From Publishers Weekly

The rapid pace of technological evolution has led to a sea change in the workplace. Older workers are staying in the workforce longer, while younger employees are coming in equipped with skills and expectations that set them apart from their predecessors. In order to harness the potential of the Millennial generation, employers are forced to change not just the way they attract and retain talent, but also many of the assumptions they've made about the way markets work. In this in-depth analysis of evolving corporate practices, Millennial expectations, and the future of international business, Meister and Willyerd offer thoughtful tips, the latest in corporate training, and advice for negotiating this new workforce. However, while seemingly targeted at a wide array of people, the information contained in *2020 Workplace* will be of use largely to managerial or Human Resources personnel with a specific lack of understanding about the expectations of Millennials. While that's a fine target, readers not in that niche will feel like they're being told something they already know.

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From [Booklist](#)

To those corporate executives and managers who've naysayed the power and transformational capabilities of Web 2.0, this book is for you—if you're open to change. To those readers, consultants, and employees already embracing the world of social media, this collection of case histories, significant statistics, and personalized anecdotes will enable you to further the engagement within (and without) your organizations. Regardless, it is clear that author-scholar Meister and former chief learning officer Willyerd have tackled and tamed the tiger of talent. Be aware, within their recitation of the 10 forces shaping the world to the final 10 initiatives HR can spark to achieve the 2020 workplace, is an ever-growing concern that the formerly pooh-poohed death of talent will be real in a decade. Many of their lessons learned are standard operating procedure in professional literature and daily news, like the shifting demographics of the workplace and the demand for corporate social responsibility. --Barbara Jacobs

Review

“Provocative” (—*Inc.*)

“Anyone interested in building a workplace comfortable to the upcoming connected and techie generation should find ideas worth exploring here. Highly recommended.” (—*Library Journal* (starred review))

“This book includes key information that all learning professionals need to create a successful talent management strategy and leverage the benefits of social media in the workplace...[C]omprehensive and forward-thinking.” (—*Training and Development*)

“Meister and Willyerd offer thoughtful tips, the latest in corporate training, and advice for negotiating this new workforce.” (—*Publishers Weekly*)

“Provocative and entertaining.” (—*Miami Herald*)

“In their visionary and pragmatic book, Jeanne C. Meister and Karie Willyerd equip you with the tools you need to attract the best people and help them do their best work. The battle for talent is more intense than ever; Meister and Willyerd show you how to win.” (—**William C. Taylor; Founding Editor, *Fast***)

Company; Coauthor, Mavericks at Work

“How you behave will matter more than what you sell in the future, and your reputation will drive your success. If you expect to maximize employee productivity and have a strong enterprise in 2020, Jeanne C. Meister and Karie Willyerd’s book is a must read.” (—**Rob Quish, CEO JWT INSIDE and COO JWT North America**)

Jeanne C. Meister and Karie Willyerd are on their game in *The 2020 Workplace*. With their workforce and talent insights, as well as their pragmatic approach to getting started, they’ve created a North Star for organizations to use on their journey to winning better talent today. (—**David Smith, managing director, Accenture; coauthor, Workforce of One**)

“Finally the imperatives for change are laid out in one spot, and a pragmatic roadmap for success is outlined. If you are dedicated to building healthy, productive next-generation organizations, you must read this amazing book.” (—**Susan Burnett, Senior Vice President, Talent and Organization Development, Yahoo!**)

In *The 2020 Workplace*, Jeanne C. Meister and Karie Willyerd share impressive research findings, tell compelling stories, and offer thought-provoking ideas that will become the basis for preparing to live in a global, technological, changing, and connected future. (—**Dave Ulrich; Professor, Ross School of Business, University of Michigan; Partner, The RBL Group**)

“Meister and Willyerd have blazed a trail with *The 2020 Workplace*. With key insights on how to manage tomorrow’s workforce—one that is beginning to show up to work today—this book is a must read for all in our profession!” (—**Matthew Peters, Chief Learning Officer, Defense Intelligence Agency**)

“The workplace is evolving faster than ever before, reinventing everything from how employees connect with an organization to how they learn, leverage information, and lead. Managers, don’t miss this opportunity to get a jumpstart the 2020 workforce before it’s too late.” (—**Lynne C. Lancaster, co-author of The M-Factor: How the Millennial Generation is Rocking the Workplace**)

“*The 2020 Workplace* is a thought-provoking guide to the emerging workplace trends and how they will shape business in the future.” (—**Peter Cappelli, George W. Taylor Professor of Management and Professor of Education, The Wharton School of the University of Pennsylvania**)

“*The 2020 Workplace* provides tremendous insights, not only into the emerging workforce, but also into the changes that enterprises will have to make to effectively recruit, develop, and retain what will become increasingly scarce human resources.” (—**Dr. Stanton D. Sloane, President and CEO, SRA International**)

What a fresh and forward-looking read. Jeanne C. Meister and Karie Willyerd have tackled recruitment, motivation, learning, and leadership in the new and evolving ‘connected world,’ and they have offered best practices and their own thoughtful approaches for companies and leaders to consider. (—**John W. Gill, Vice President, Human Resources, Rolls-Royce Energy Systems**)

Users Review

From reader reviews:

Margie Turner:

Book is to be different for each and every grade. Book for children until eventually adult are different content. As you may know that book is very important for people. The book *The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today* had been making you to know about other knowledge and of course you can take more information. It is very advantages for you. The guide *The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today* is not only giving you a lot more new information but also being your friend when you really feel bored. You can spend your own personal spend time to read your reserve. Try to make relationship using the book *The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today*. You never experience lose out for everything when you read some books.

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Michelle Jarvis:

Information is provisions for anyone to get better life, information nowadays can get by anyone from everywhere. The information can be a expertise or any news even a concern. What people must be consider whenever those information which is inside former life are challenging be find than now could be taking seriously which one is acceptable to believe or which one typically the resource are convinced. If you get the unstable resource then you get it as your main information there will be huge disadvantage for you. All of those possibilities will not happen inside you if you take *The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today* as your daily resource information.

Luis Morales:

The book untitled *The 2020 Workplace: How Innovative Companies Attract, Develop, and Keep Tomorrow's Employees Today* contain a lot of information on that. The writer explains her idea with easy method. The language is very simple to implement all the people, so do not worry, you can easy to read it. The book was published by famous author. The author provides you in the new period of time of literary works. You can easily read this book because you can read on your smart phone, or program, so you can read the book in anywhere and anytime. In a situation you wish to purchase the e-book, you can start their official web-site and also order it. Have a nice study.

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