

ALEXANDRA LEVIT

FOREWORD BY LISA ORRELL

#MILLENNIAL tweet

140 bite-sized
ideas for managing
the millennials

BOOK 01

A #THINKtweet BOOK

#MILLENNIAL**tweet**

140 Bite-sized Ideas for Managing the Millennials

Book Excerpt

By Alexandra Levit

Foreword by Lisa Orrell

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Section V: Recruiting the Best and the Brightest

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About the Author

Getting “#MILLENNIALtweet”

(<http://happyabout.info/millennialtweet01.php>)

“#MILLENNIALtweet” can be purchased as an eBook for \$14.95 or tradebook for \$19.95 at <http://happyabout.info/millennialtweet01.php> or at other online and physical book stores.

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Foreword by Lisa Orrell

“Alexandra Levit has created an amazing resource guide, in Tweet-sized bites, for engaging Millennial talent. A must read for employers!”

Lisa Orrell @
GenerationsGuru,
Author of Millennials
Incorporated

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Section I

Millennials in Context

Learn about the Millennials' place in
the inter-generational pool that is
your organization.

1

It's a chorus heard all over today's business world: "Who hired those Millennials and what can I do about them?"

2

Managers lament: “I don’t understand. I get along great with my 22-year-old daughter, but my same-aged employee is impossible!”

3

The Millennials, or the young professionals causing the uproar, are the youngest of the four generations currently in the workforce.

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Section V

Recruiting the Best and the Brightest

Even in a tough economy, it's up to
you to seek out
leadership-worthy candidates.

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If you're going to recruit at colleges, send your best people to represent the company. Millennials are paying attention.

63

Consider reaching out to underclassmen so you can develop deep relationships well before graduation.

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Find Millennial gems by keeping close contact with nearby colleges and nonprofit organizations that cater to young professionals.

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Section VIII

Engage Them Using Social Media

Understand and participate in
Millennial culture with trips to their
virtual worlds.

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Since you're
currently reading
this, you're ahead of
other people who still
think social media is
just a kid's thing.

122

At the end of 2008, there were 100 million videos on YouTube, 200 million blogs, and 100 million Facebook users.

123

As Brian Solis said in the Social Media Manifesto, if you're not on a social networking site, you might as well not be online.

Afterword

Millennials are empowered and driven to change businesses for the better. Getting them in your corner is the key to 21st century competitiveness.

About the Author



Alexandra Levit is a nationally recognized business and workplace expert and the author of the bestselling *They Don't Teach Corporate in College* and *New Job, New You*. Known as one of the premiere spokespeople of her generation, Alexandra regularly speaks at conferences, universities, and corporations including Campbell's Soup, CIGNA, the Federal Reserve Bank, McDonalds, and Whirlpool—on issues facing modern

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employees. Alexandra is also a member of the Business Roundtable's Springboard Project, which is advising the Obama administration on current workplace challenges. Find her on Twitter @alevit.