

Did you get a copy of the Gen Y Training Guide? We think you'll love it!

[here for your copy](#)

Generation Y

Generation Y is entering the job market, and the demographers are all abuzz. So are the folks in human resources departments across corporate America. As more Boomers retire and Gen X employees leave the office to work at home, companies are wondering if and how this new generation will deliver. Will they be company-loyal like the Boomers? Will they be independent mavericks like Generation X? Also known as Millennials and Boomerangs, Generation Y is showing great promise.



Businesses should take a cue from major marketers, who know that Gen Yers want products that are environmental, healthy, public-conscious, genuine, and appealing. Free samples will be a big hit with them, especially when accompanied by catchy buzzwords and cool labels.

Do you use the Million \$ Checklist? Want to see a great example of a Million \$ Hall of Fame? You may visit one of our favorite Pink Cadillac Driving Directors recognition page by clicking