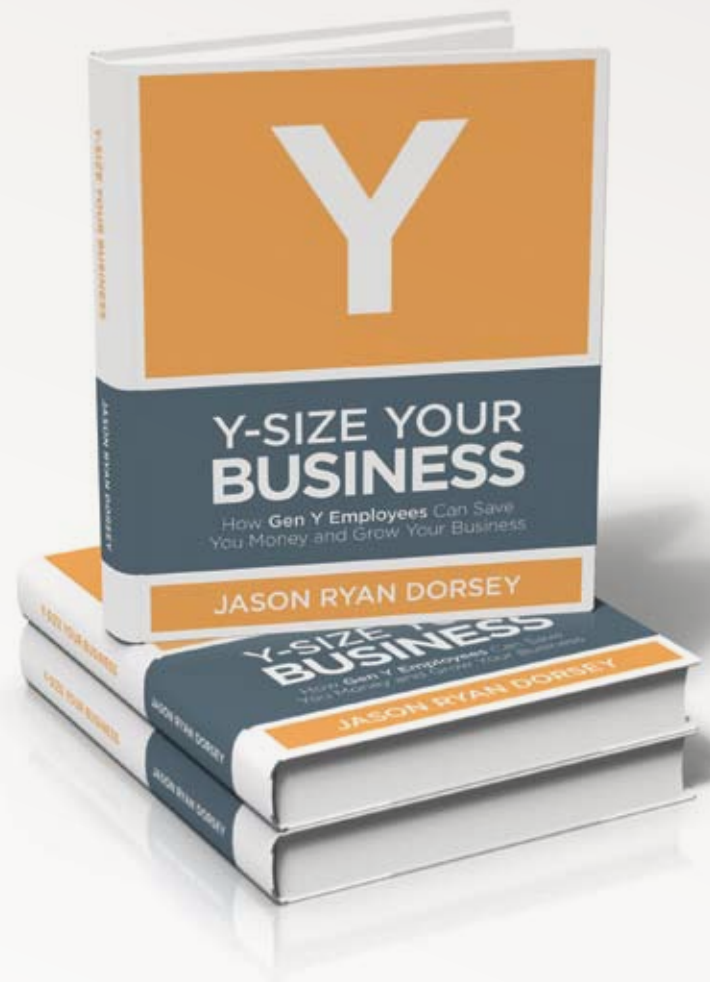


# JASON RYAN DORSEY

## Y-SIZE YOUR BUSINESS

shows you creative ways to:

- Attract quality Gen Y employees faster than free pizza at 2AM
- Keep Gen Y engaged at work from day one
- Develop Gen Y talent fast by making “good enough” unacceptable
- Motivate Gen Y by *not* giving us a trophy
- Retain Gen Y—and our enthusiasm
- Build a talent pipeline like *American Idol*
- And much more...



GENERATION Y—sometimes called Millennials—are the fastest growing segment in America’s workforce. Almost 80 million strong, they already comprise the entire 18-to-32 demographic. Along with their ever-present cell phones and new definition of “business casual,” they bring tremendous potential to the workplace (just ask, they’ll tell you). However, Generation Y’s approach to employment can make them a challenge for managers and executives to attract, retain, motivate, and develop.

In *Y-Size Your Business*, Jason Ryan Dorsey—The Gen Y Guy®—shows you why embracing Gen Y employees gives you an immediate competitive advantage and positions your business for long-term growth. **In today’s economy, the opportunity Gen Y presents has never been more attractive.** Gen Y is cost-effective to employ, brings a timely skill set to the workplace, and wants to make a difference from their first day of employment.

A member of Gen Y himself, Dorsey gives you an insider’s perspective on how these career starters and young professionals think and act. He then reveals a step-by-step methodology for **attracting, retaining, and motivating productive, high-performing Gen Y employees**—and how to do so without investing a lot of time or money. To make the methodology easy to implement, Dorsey includes more than fifty inexpensive, ready-to-use strategies that deliver fast, measurable results.

Based on Dorsey’s frontline work with business leaders around the world—as a keynote speaker, consultant, and generational expert—*Y-Size Your Business* presents precisely the solutions you need to make the most of a generation growing in importance and ready to make an impact on your bottom line right away (and blog about it!).

# PRAISE FOR Y-SIZE YOUR BUSINESS

**“Jason’s insights into the Gen Y employee are both original and eye-opening. His engaging and timely book will help employers from every industry better understand their Gen Y employees, and more importantly, make a powerful connection with them that can reap huge rewards for all.”**

KATHLEEN TAYLOR,  
President and COO, Four Seasons Hotels & Resorts

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*Y-Size Your Business* is available at fine booksellers everywhere, or you can order direct from 1-800-CEO-READ. Significant quantity discounts are available.

978-0-470-50556-4  
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Available November 2009

“Jason brings a valuable new perspective to the Gen Y employment conversation. He shows you how to make the most of his generation’s strengths while building on the talents of employees of all ages.”

DAN BEEM  
President, Cold Stone Creamery & International

“Jason Ryan Dorsey is able to build the bridge of understanding between generations. He gets us. He gets them. And in *Y-Size Your Business* he gives us the tools to translate, adapt and embrace the fastest growing generation in the workplace.”

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CEO, Hot Topic

“*Y-Size Your Business* delivers the behind-the-scenes insight and practical how-to that business leaders need to compete in our global economy. The Y-Size approach will make your Gen Y employees more valuable from their very first day.”

STEVE FLEMING  
Executive VP of Sales, Ceridian Canada

“In *Y-Size your Business*, Jason has developed a pragmatic guide to understanding and building an inclusive corporate culture. He brings great insight and tools that can be applied immediately. Enjoyable, entertaining, and a must read for those who want to develop their most valuable asset – people.”

FAITH TAYLOR  
Worldwide VP of Sustainability & Innovation,  
Wyndham Worldwide

## ABOUT THE AUTHOR

Jason Ryan Dorsey, The Gen Y Guy®, is an acclaimed keynote speaker, corporate consultant, and award-winning entrepreneur. He teaches business leaders step-by-step actions and front-line tested strategies that maximize Gen Y employee performance while increasing the value of all four generations in the workplace. Jason has been featured as a Gen Y expert on *60 Minutes*, *20/20*, *The Today Show*, and *The View*, as well as in *Fortune* magazine.

## FREE VIDEO

To watch a free video of Jason keynoting a large corporate conference, or to request a customized speaking or consulting proposal, please visit [www.JasonDorsey.com](http://www.JasonDorsey.com)

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