Total Career Success – Tamara Erickson, Organizational Consultant and Author of Plugged In: The Generation Y Guide to Thriving at Work

Tamara Erickson, organizational consultant and author of, Plugged In: The Generation Y Guide to Thriving at Work will be featured on Total Career Success, an Internet career advancement show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, July 12. Members of Generation Y—the 15 - 31 age cohort—is entering the workforce in large numbers, similar to their parents generation, the Baby Boomers. Tammy Erickson shares how Gen Y's can use their unique strengths to understand and influence their professional relationships, to figure out how they define "success," and to help them find their way in the changing workplace.

Houston, TX (Vocus) July 8, 2010 -- Tamara Erickson, organizational consultant and author of, Plugged In: The Generation Y Guide to Thriving at Work will be featured on Total Career Success, an Internet show on VoiceAmerica Talk Radio Network, at 11 a.m. Central on Monday, July 12. The show is designed to inform listeners and encourage them to achieve their career goals by featuring experts and business leaders to provide advice on job search and career advancement. Members of Generation Y—the 15 - 31 age cohort—is entering the workforce in large numbers, similar to their parents generation, the Baby Boomers. Tammy Erickson shares how Gen Y's can use their unique strengths to understand and influence their professional relationships, to figure out how they define "success," and to help them find their way in the changing workplace.

Filled with Erickson's extensive research, Plugged In gives Gen Y's the information they crave to connect with the working world and to craft the lives they want. The author reveals a framework Y’s can use to develop their own criteria for making career choices, how X'ers and Boomers view Generation Y, and the top 10 rules that can help Generation Y’s succeed in the corporate world. With her trademark warmth and liveliness, Erickson provides a thoughtful, valuable guidebook for the latest newcomers on the corporate scene.

Gen Y makes up nearly one-third of all Americans living today. Born after1980, they're now pouring into the work world with values, aspirations, and approaches that differ markedly from their parents and coworkers. Erickson explains the forces affecting attitudes and behaviors in other generations—Traditionalists (born 1928-1945), Boomers (born 1946-1964), X’ers, and X’ers (born 1965-1980)—so Gen Y can start relating more productively with bosses, peers, and employees.

“Tammy Erickson is an expert in workforce trends and talent management solutions,” Sheryl Dawson, co-host shared. “Tammy helps you decide what you want and shows you how to go about getting it.”

Ken Dawson, Total Career Success show host added, “Tammy explains how Gen Y differs from other generations which can help managers understand how best to engage and retain them.”

Dawson stated, “The great thing that helps Gen Y integrate at work is the fact that they love their parent’s generation – the Boomers! This helps Gen Y’s establish trust among older colleagues and bosses quickly and provides a foundation for developing positive working relationships.”

To listen to the broadcast, please visit voiceamerica.com and click on the Total Career Success icon. The show
will air live at 9 – 10 a.m. Pacific time on July 12 and will then be available as an archive on the web site or to be downloaded to MP3 players and cell phones, or from iTunes http://www.itunes.com/podcast?id=311541702

For 7 free videos on career transition for boomers and every generation, visit http://www.betterjobbetterlife.com

About Tamara Erickson

Tamara J. Erickson is a McKinsey Award-winning author and widely respected expert on collaboration and innovation – on building talent and enhancing productivity – and on the nature of work in the intelligent economy. She was recently named one of the 50 most influential living management thinkers in the world by Thinkers 50, a biennial guide created by Dearlove and Crainer and published in The (London) Times. Her work is based on extensive research on the changing workforce and employee values and, most recently, on how successful organizations innovate through collaboration. Tammy has authored or co-authored numerous Harvard Business Review articles, including It’s Time to Retire Retirement, winner of the McKinsey Award, an MIT Sloan Management Review article, and the book Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent. She recently completed a trilogy of books on how individuals in specific generations can excel in today’s workplace. Retire Retirement: Career Strategies for the Boomer Generation, What’s Next, Gen X? Keeping Up, Moving Ahead and Getting the Career You Want and Plugged In: The Generation Y Guide to Thriving at Work. Her blog Across the Ages is featured weekly on HBSP Online (http://discussionleader.hbsp.com/erickson/). Tammy is Managing Director of nGenera Collaboration Services and President of the nGenera Innovation Network.

About Total Career Success

Total Career Success, which is broadcast on VoiceAmerica, the world leader in Internet Talk Radio, aims to engage listeners in new ways of thinking about their potential, their goals, and their future. The show hosts are Ken and Sheryl Dawson, principals of Total Career Success, Inc. and authors of Job Search: The Total System, 3rd edition. They have served corporations in outplacement and career development as well as talent management optimization for 30 years in their consulting firm Dawson Consulting Group. The show presents guests who are experts in their fields to share the lessons they have learned in succeeding in their various areas of excellence and to discuss tips about a broad range of career issues, from specific career opportunities, to industries and workplace changes, to financial and career advancement considerations. To access their free job search and career transition video series visit http://www.betterjobbetterlife.com For more information, visit totalcareersuccess.com

###

If you have any questions regarding information in these press releases please contact the company listed in the press release. Our complete disclaimer appears here - PRWeb ebooks - Another online visibility tool from PRWeb
Contact Information
Sheryl Dawson
Total Career Success
http://www.totalcareersuccess.com
713-784-3197

Sheryl Dawson
Total Career Success
http://www.totalcareersuccess.com
713 784 3197 ext. 31

Online Web 2.0 Version
You can read the online version of this press release here.