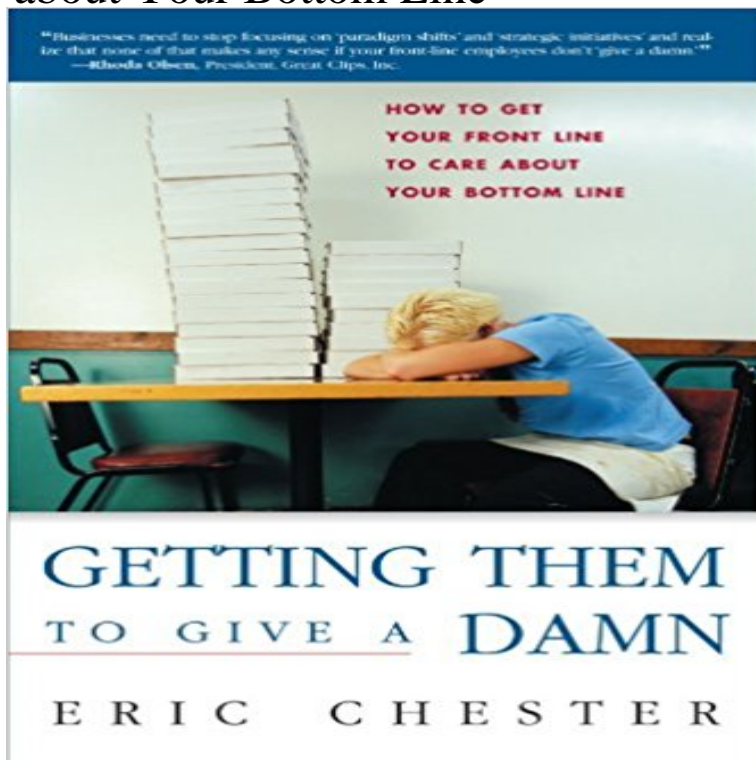


## Getting Them to Give a Damn: How to Get Your Front Line to Care about Your Bottom Line



Businesses need to stop focusing on paradigm shifts and strategic initiatives and realize that none of that makes any sense if your front-line employees don't give a damn. Rhoda Olsen, President, Great Clips, Inc. Transform the Your Bored, Uncaring Generation Why Young Workforce into a Powerhouse of Performers and Innovators According to the U.S. Office of Consumer Affairs, by 2012 there will be a shortage of more than two million front-line service workers in retail sales, customer service, and food preparation. Only a fraction of the restless Generation Y workers who typically fill these positions stay with their employer longer than a year! Dubbed kidpoyees, these 16- to 24-year-olds share an entirely different set of values, expectations, and skills that must be reckoned with if you're among the millions of business owners and managers in America. In *Getting Them to Give a Damn*, nationally recognized Generation Y expert Eric Chester shows readers how to hire, train, manage, and motivate a workforce that won't blindly conform to traditional standards and time-honored company policies and standards. Chester reveals the management techniques that leading-edge employers are using to get these quirky, book-smart, and streetwise kidpoyees to contribute in innovative and entrepreneurial ways.

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