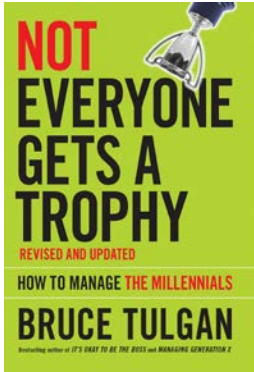


Our Books



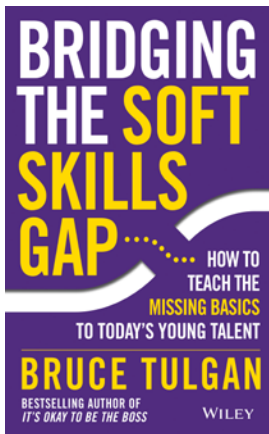
[Not Everyone Gets a Trophy: How to Manage the Millennials](#)

Wiley/Jossey-Bass: Revised Updated 2016; originally published 2009

There are few bright sides to the likely prospect of a prolonged economic downturn. Here's one: This might be the perfect time for business leaders, managers, and other "grown-ups" to give a much needed reality check to Millennial employees (those born 1978 and later).

What is the reality check today's young workers need to hear? "Not everyone gets a trophy!"

Bruce lays out a catalogue of step-by-step best practices for engaging, developing, managing, and retaining Millennial employees. He contends that Millennials are the most high-maintenance workforce in history, but they also have the potential to be the most high-performing if they are managed the right way.



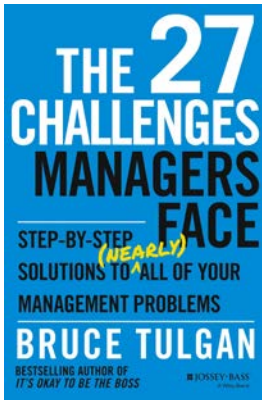
[Bridging the Soft Skills Gap: Teaching the Missing Basics to Today's Young Talent](#)

Wiley/Jossey-Bass, 2015

The number one challenge with today's young talent is a problem hiding in plain sight: The ever-widening "Soft Skills Gap."

Today's newest new young workforce has so much to offer – new technical skills, new ideas, new perspective, new energy. Yet too many of them are held back —and driving the grown-ups crazy— because of their weak soft skills.

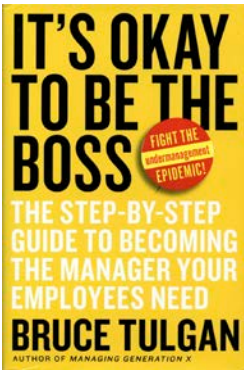
Bruce's research and proven approach has shown that the key to teaching young people the missing soft skills lies in breaking down the critical soft skills into their component parts; concentrating on one small component at a time; with the help of a teaching-style manager. Almost all of the exercises in this book can be done in less than an hour within a team meeting or an extended one-on-one.



The 27 Challenges Managers Face: Step-by-Step Solutions to (Nearly) All of Your Management Problems

Wiley/Jossey-Bass, 2014

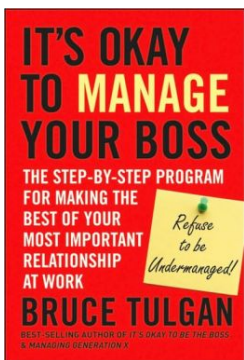
The 27 Challenges are the problems with which managers most often struggle along with the best step-by-step solutions, based on twenty years of workplace research conducted by RainmakerThinking, Inc. The research shows that most of the challenges derive from or are made much worse by unstructured, low substance, hit-or-miss communication. Likewise, almost always the best solution comes from applying the fundamentals of management. *The 27 Challenges* are enumerated NOT in order of frequency or difficulty, but rather according to the bigger picture human capital issues in which the challenges fall. Like a guidebook through the real life of a manager — from the “new manager” challenges, through performance management, retention, and all the way to the latter career stage when so many managers face the challenges of “renewal.”



It's Okay to Be the Boss

Collins, Revised edition, 2014; Originally released 2007

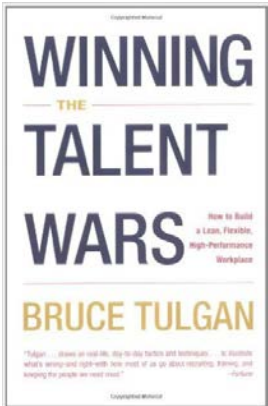
In his best-selling book, *It's Okay to Be the Boss*, Bruce puts his finger on the biggest problem in the workplace today—an undermanagement epidemic affecting managers at all levels of the organization and in all industries—and offers another way. His clear, step-by-step guide to becoming the strong manager employees need challenges bosses everywhere to: spell out expectations, tell employees exactly what to do and how to do it, monitor and measure performance constantly, correct failure quickly and reward success even more quickly. That's how you set employees up for success and help them earn what they need.



It's Okay to Manage Your Boss

Jossey-Bass, 2010

If you are looking for guidance on how to manage your boss, there are zillions of so-called experts out there who will be happy to provide it. The problem is that so much of the advice about “managing up” or “managing your boss” out there doesn't tell the whole story. This book is written for people who want to be high-performers. In order to be a high performer in today's workplace, you need to create highly-engaged relationships with every boss —whether that boss is great, awful, or somewhere in between.



Winning the Talent Wars

W.W. Norton, Revised edition, 2002; Originally released 2001

In the “Gen X management bible” (Maxim), Bruce shares what he has learned and taught at the front lines of the war for talent, a war that many see as the single most important challenge businesses face in the twenty-first century. Based on five years of research about the character and proclivities of the swelling free-agent labor force, Bruce also brings to the table valuable, never-before-published stories about how managers at some of America’s most influential corporations are quietly coming up with innovative solutions.



Managing Generation X: How to Bring Out the Best in Young Talent

W.W. Norton, Revised Edition, 2000; Originally released 1995

The classic study of Generation X in the workplace, *Managing Generation X* shows employers how to tap this valuable, quirky labor pool. Gen Xers speak in verbatim interview narratives, offering their firsthand experiences as well as concrete advice on how to manage them. Tune in to the free-agent mindset that has swept across the entire workforce and gain insight on how to attract, motivate, and retain this crucial cohort. *Managing Generation X* serves as the best source of information on a generation that is leaving an indelible mark on the culture of American business.

The Manager's Pocket Guides

Bruce has also authored or co-authored 11 Manager's Pocket Guides through HRD Press

