

About **RAINMAKER**THINKING®

RainmakerThinking, Inc. is a management research, training and consulting firm and the leading authority on generational issues in the workplace, founded in 1993 by best-selling author Bruce Tulgan.

We continue to lead three longitudinal workplace studies:

- [The Generational Shift in the Workforce](#) (since 1993): Monitoring the impact of generational change
- [Leadership, Management, and Supervision](#) (since 1995): Cataloguing management challenges and the best tools and techniques for solving those challenges.
- [Human Capital Management](#) (since 1997): Cataloguing best practices in staffing, recruiting, selection, performance management, rewards, retention, succession planning, and leadership development.

Hundreds of thousands of individuals from hundreds of different organizations have participated in our research since 1993.

Based on this ongoing research, we have provided custom research, training, and consulting services for more than 300 different organizations ranging from the United States Army to Wal-Mart. We have produced 20 books, hundreds of articles, and have been the subject or source for thousands of news stories around the world.

About Bruce Tulgan

Founder & Chairman of RainmakerThinking, Inc.



Bruce Tulgan is internationally recognized as the leading expert on young people in the workplace and one of the leading experts on leadership and management. Bruce is a best-selling author, an adviser to business leaders all over the world, and a sought-after keynote speaker and management trainer.

Since 1995, Bruce has worked with tens of thousands of leaders and managers in hundreds of organizations ranging from Aetna to Wal-Mart; from the Army to the

YMCA. In recent years, Bruce was named by Management Today as one of the few contemporary figures to stand out as a “management guru” and he was named to the 2009 Thinkers50 rising star list. On August 13, 2009, Bruce was honored to accept Toastmasters International’s most prestigious honor, the Golden Gavel. This honor is annually presented to a single person who represents excellence in the fields of communication and leadership. Past winners have included Stephen Covey, Zig Ziglar, Deepak Chopra, Tony Robbins, Ken Blanchard, Tom Peters, Art Linkletter, Dr. Joyce Brothers, and Walter Cronkite.

Bruce’s most recent books include the updated and expanded edition of *Not Everyone Gets a Trophy: How to Manage the Millennials* (Wiley/Jossey-Bass: Revised Updated 2016; originally published 2009), and *Bridging the Soft Skills Gap: How to Teach the Missing Basics to Today’s Young Talent* (Wiley/Jossey-Bass, 2015). He is also the author of *The 27 Challenges Managers Face* (Wiley/Jossey-Bass, 2014), the best-selling *It’s Okay to Be the Boss* (HarperCollins, Revised & Updated, 2014; originally published 2007), and *Managing Generation X* (W.W. Norton, 2000). Bruce’s other books include *Winning the Talent Wars* (W.W. Norton, 2001), which received widespread acclaim from Fortune 500 CEOs and business journalists; the best-seller *Fast Feedback* (HRD Press, 1998); *Managing the Generation Mix* (HRD Press, 2006) and *It’s Okay to Manage Your Boss* (Jossey-Bass, 2010). Many of Bruce’s works have been published around the world in foreign editions.

Bruce lectures at the Yale Graduate School of Management, as well as other academic institutions, and his writing appears regularly in human resources, staffing and management journals, including a regular column in Training Magazine, ‘Sticky Notes’, and a regular column in the Huffington Post. His writing has also appeared in dozens of magazines and newspapers such as the Harvard Business Review, BusinessWeek, HR Magazine, the New York Times, the Los Angeles Times, and USA Today. As well, his work has been the subject of thousands of news stories around the world.

Before founding RainmakerThinking in 1993, Bruce practiced law at the Wall Street firm of Carter, Ledyard & Milburn. He graduated with high honors from Amherst College, received his law degree from the New York University School of Law, and is still a member of the Bar in Massachusetts and New York. Bruce continues his lifelong study of Okinawan Uechi Ryu Karate Do and holds a sixth degree black belt, making him a Renshi master of the style. He lives in New Haven, Connecticut with his wife Debby Applegate, Ph.D., who won the 2007 Pulitzer Prize for Biography for her book *The Most Famous Man in America: The Biography of Henry Ward Beecher* (Doubleday, 2006).

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