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If you are not harnessing the talent pool of the largest and most influential generation — Millennials – you may lose your Competitive Advantage

*Sherri Elliott-Yearly, best-selling author and “Generational Guru” continues her groundbreaking work in her 3rd book of the Crack the Millennial Code Series: **Strategies to Motivate Millennials** to benefit your organization. Her expertise in generational differences can assist employers with actionable strategies to motivate and empower this rapidly emerging and unique generation.*

Frisco, TX – Crack the Millennial Code: Strategies to Motivate Millennials, is the third book in a three-part series created to help you harness the power of the largest and most influential generation — Millennials. In this book you’ll find proven strategies that will enable you deeper understanding of just what makes a Millennial tick to empower, to overcome stereotypes and improve communication.

Award-winning Author, Sherri Elliott-Yearly, saw that a framework was needed in which the power of understanding and acceptance of generational differences could be harnessed and put to productive use in the marketplace, workplace, communities, in everyday social life, and in the home.

As founder and owner of Generational Guru, Sherri conducted years of comprehensive research, interviewing and surveying hundreds of people across the country in a wide range of industries and of varying ages and experience levels. In becoming the expert at generational differences, she travels the country educating audiences on the challenges that can arise, and the solutions to help everyone achieve success.

Included in this power-packed, bite-sized book are chapters that expand on topics relevant to today’s challenges that consumers face as they seek to connect with Millennials, which include:

- Overcoming Stereotypes
- Motivating Millennials – The Same, But Different
- Technology-Based Incentives
- Motivate Millennials with What They Value
- Motivating Gen X Versus Millennial Leaders
- Troubleshooting Millennial Turnover

We currently work in an environment with four, sometimes five, distinct generations, and each of these generational groups has unique attitudes and goals about their work and their role in the workplace. To ignore this fact is tantamount to neglecting the most significant competitive advantage to come along in your generation.

Diversity helps businesses thrive, and Millennials are the most diverse generation in history. Why are Millennials so important? Because they are defining trends and disrupting markets. When you incorporate the concepts explained in this book, you will be able to Crack the Millennial Code by authentically connecting with Millennials in a meaningful manner. This means you will have access to their world of diversity and inclusion, gain their loyalty as a fan and consumer, and find the success you are looking for as you seek to effectively market to Millennials.

CEO of the Soar 2 Success Publishing Division, Elizabeth McCormick CSP, has this to say about Sherri Elliott-Yearly's third book: "Are you mystified by what it takes to train, mentor, communicate with and retain the Millennial generation? Sherri Elliott-Yearly has answers in her third book in the *Crack the Millennial Code Series: Strategies to Motivate Millennials*. Although the Millennial generation is intelligent, technologically savvy and unique, how to motivate them is a challenge for many employers. You can learn to anticipate and troubleshoot the issues of motivating this new, creative generation for a more effective and productive workforce."

About Sherri Elliott-Yearly, SPHR:

Sherri Elliott-Yearly, CEO of Generational Guru, is an award-winning speaker, professional business consultant, and published author who energetically engages international audiences with her practical strategies for attracting, growing, and retaining top talent and loyal customers from every generation. Sherri brings over twenty years of hands-on human resource management experience to support you in designing solutions in the areas of Marketing, Management, and Motivation.

About Soar 2 Success International, LLC – Publishing Division

Established in 2012, Soar 2 Success's Publishing Division was created with the unique needs of authors, speakers, coaches, trainers, and entrepreneurs in mind, providing services designed to help authors publish AND market their content with ease and excellence. Founded and led by CEO, Elizabeth McCormick, former U.S. Army Black Hawk Helicopter Pilot, now an in-demand International Motivational Speaker, business leader, and author of over 19 books, including her best-seller, *The P.I.L.O.T. Method*.

For additional information on Sherri Elliott-Yearly, SPHR, visit <http://GenerationalGuru.com>

To schedule an interview with Sherri Elliott-Yearly, SPHR, email Sherri@GenerationalGuru.com or call **469-971-3663**