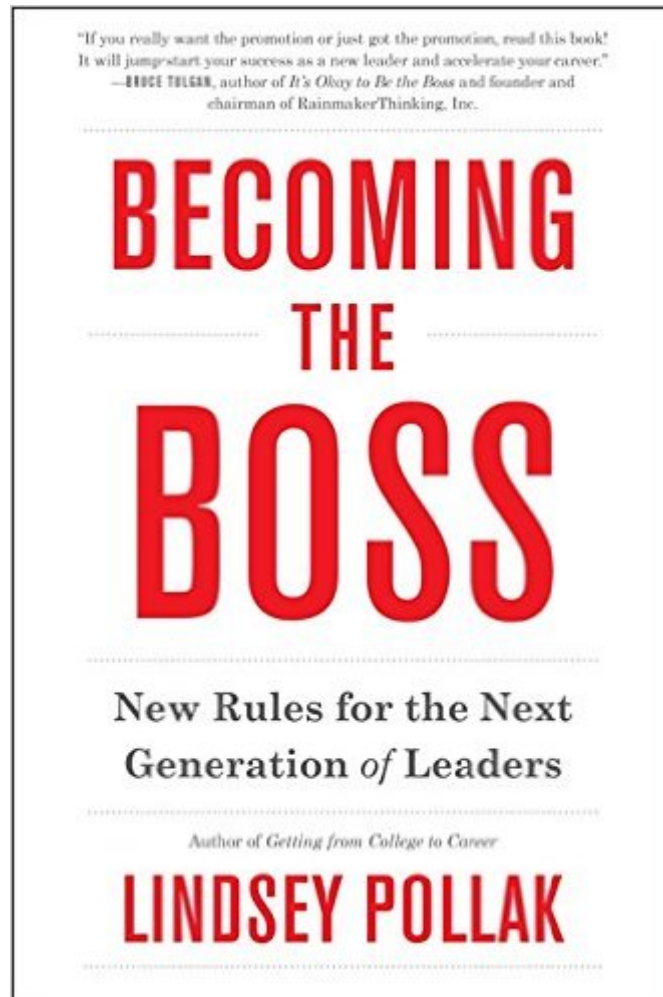


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# Becoming The Boss: New Rules For The Next Generation Of Leaders



## Synopsis

The author of *Getting from College to Career* reinvents the concept of management for a new generation, offering a fresh and relevant approach to career success that shows them how to make the next step: becoming a leader. We are in the midst of a leadership revolution, as power passes from Baby Boomers to Millennials. All grown up, the highly educated Generation Y is moving into executive positions in corporations and government, as well as running their own businesses, where they are beginning to have a profound impact that will last for decades. Written exclusively for Gen Y readers to address their unique needs, *Becoming the Boss* is a brisk, tech savvy success manual filled with real-world, actionable tips, from an expert they respect and relate to. Lindsey Pollak defines what leadership is and draws on original research, her own extensive experience, and interviews with newly minted Gen Y managers and entrepreneurs around the world to share the secrets of what makes them successful leaders—and shows young professionals how to use that knowledge to rise in their own careers. From learning to develop a style that appeals to your older colleagues, to discovering the key trends affecting your career, to mastering the classic rules of excellence that never go out of style, *Becoming the Boss* helps you identify your next professional move and shows you how to get there.

## Book Information

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## Customer Reviews

This is a very good book that should be read beyond the described target market of new Millennial managers and entrepreneurs. I found the first chapter to be an excellent summary of the

management philosophies that are taught in business schools around the world - from Drucker to Carnegie to Lao Tzu. It's as concise and as well written as any short summary I have ever read on the subject. I also found many of the author's more provocative points to be worth serious consideration. For example she predicts that there will never be a Generation X president in the USA - we'll skip right from boomers to Gen Y. Her argument makes this Gen X'er think she has a point. I was pleased that the first several chapters focus on the importance of self-management. It's chock full of contemporary ideas - managing your personal brand, the rise of long-term or permanent freelancing as a new mode of labor, lots of digital media stuff, and the realities of making your way in a professional world where old ideas often outlive their usefulness. Overall this book is the best recent book on the re-conceptualization of management in the modern economy.

Becoming the Boss: New Rules for the Next Generation of Leaders by Lindsey Pollak is filled to the brim with practical career advice for millennial generation; however, the good news is...this advice translates to all generations. Lindsey brings a wealth of experience and knowledge for this emerging generation. This book is well-researched and full of expert advice. The book contains recommendations for apps, books, advice from millennials already in leadership positions, advice from other generational leaders, and research finding. Pollak presents the ideas in bite-size chunks that allows you to share ideas easily. Here are a few of my takeaway ideas:- Be a well-read leader - this book has so many book references its staggering (and exciting)- Practical advice for using social media (do's / don'ts)- Personal branding tips- Deliver a confident handshake (no wimpy handshakes allowed)- Dress for the leadership position you want- Thank you notes go a long way, especially when you DON'T get the position- Be clear in your communication expectations as well as your expectations for your team- It's okay to say "no", because it will benefit everyone This book was such a good reminder of the things that we need to do to help us succeed, even if we are an individual contributor. At many times in our career, we will be leading projects or teams and this advice will help us succeed. Lindsey has distilled her career advice, and those of key leaders, into an easy-to-read format. You can read the whole book or sections based on how you need to grow as a leader. If you are just entering your career or part way through it, this is a great book for you.

The target audience for this book is the soon to graduate and recent college graduates, but Ms. Pollak's advice is useful for anyone in a rut at work, or just wanting to move up to the next level. It is a back to the basics approach that is useful at any stage in your career. This book is a light and fast read that is both enjoyable and informative.

I've ended up around Lindsey Pollak's work for years, from having her as a speaker when "Getting from College to Career" came out to having run into her at various business events. She seems to be everywhere these days, and that's a good thing since I've found many people claim to understand Gen Y but Lindsey has been the only one with consistently practical guidance. As a Gen X'er and a manager myself, I found "Becoming the Boss" tremendously helpful as a workbook with my rising-star Gen Y employees. They're simply not motivated like my gen or the Boomers, so Lindsey's insight into not only their motivation, but how they interact with others and the concepts THEY need to understand is tremendously helpful. I actually tore the book apart and built a series of trainings for my team which (so far) is proving very effective in their growing leadership roles, especially with my Gen Y'ers who are a few years into their management careers but haven't had formal leadership training. "Becoming the Boss" is an approachable business book for a group that craves information, but in my experience isn't particularly keen on the traditional business/inspiration genre. I highly recommend it for them and for you - and I hope that Lindsey does an accompanying workbook, though the included quizzes and checklists make it easy to adapt as a trainer.

We're all leaders so this is a must read. This book starts off with a refresher and credits to classics in business literature, art of war, The Prince, How to Win Friends and Influence People, Atlas Shrugged, Confessions of an Advertising Man, The Effective Executive, and the Essential Drucker, Servant Leadership, plus many more books. Pollak includes a synopsis of all of the above. She recommends people to watch themselves on video, as the best speakers record themselves and learn from what they see. I'm over simplifying when I'm saying this book covers it all. But it really does. This book covers it all from listening, managing, prioritizing, connecting and growing. And she does it all in a very natural voice that makes this book an easy read.

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