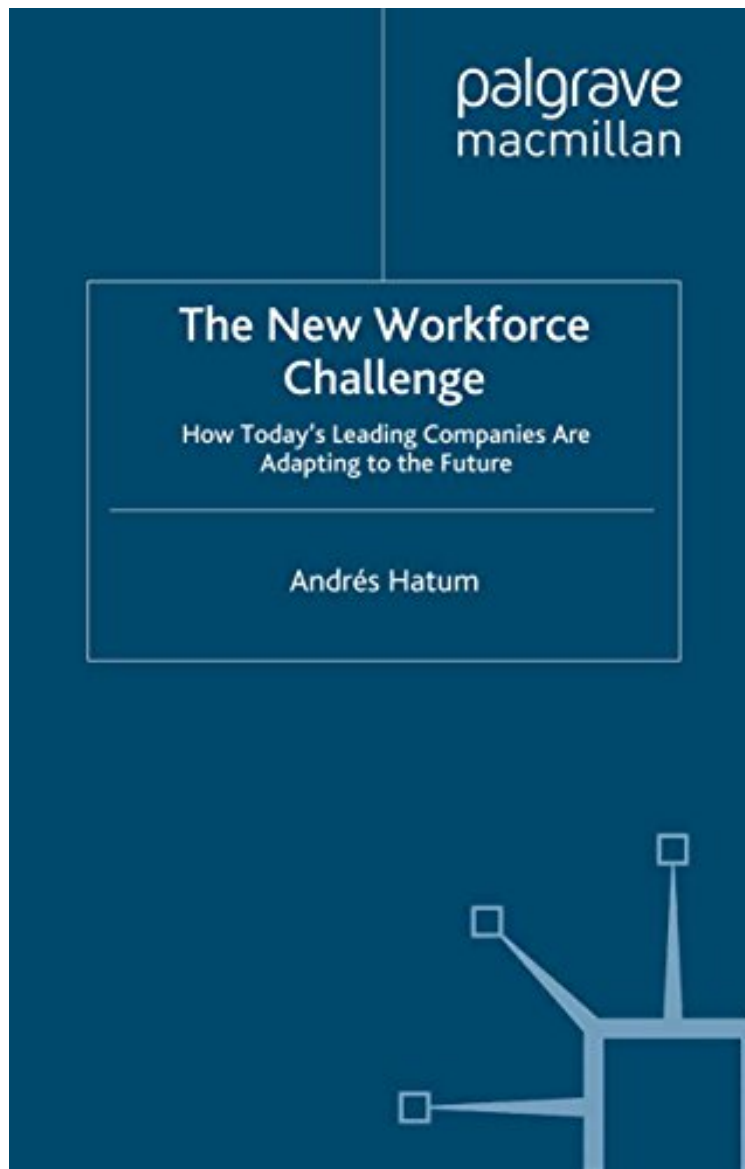


# The New Workforce Challenge: How Today's Leading Companies Are Adapting For the Future

A. Hatum

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**A. Hatum : The New Workforce Challenge: How Today's Leading Companies Are Adapting For the Future** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The New Workforce Challenge: How Today's Leading Companies Are Adapting For the Future:

1 of 1 people found the following review helpful. A good way to face the challengesBy Eugenio Andres MarchioriFrom the beginning, The New Workforce Challenge -the last book by professor Andreacutes; Hatum-

presents us a context in which the only stability is rapid change. For this reason, in the future, we should not expect to adapt to cyclical crises like in the past but to be part of a dynamic of continuous transformation. Hatum reminds us that a new generation -Gen Y or Millennials- is taking the workplace. For the author, Gen Y is at the center of the scene. Millennials are studied from four different perspectives, aligned with their main characteristic: their interest in work-life integration, their capacity for multitasking, their technologic understanding and their social awareness. This way of addressing generational strengths is original and useful to understand a group about whom a lot is said but little established. Doctor Hatum trusts in new generations to help the rest with the task of renewing (this is a key concept) the organizations. Due to their technical knowledge and vital attitude they are in the best position for building the renovation the companies need to survive and success in a future that is already here. Globalization is also present in the book and Hatum brings examples from India and China. As his answer to all these new challenges, Dr. Hatum shaped a work that merges concept, companies, case studies and best practices in a clear and didactic manner. Reading the 160 pages of the book is easy thanks to the use of graphs, tables, charts, questions for managers and "ideas at a glance" at the end of each chapter. To bring the topics to the ground there are many practical examples of relative small companies, like elBulli and Frisse Bikken, and of giants like Google, L'Oreacut;al and Pernod Ricard, between many more. Not even La Masiacut;a, the school of talents of FC Barcelona, where players like Messi, Xavi and Iniesta were formed, escapes from Hatum's curiosity. In sum, this book is a great guide for business people, professors and students in their daily job to deal with the challenges of the new workforce. I enjoy it very much and strongly recommend it. 1 of 1 people found the following review helpful. Great guide on adapting the workplace to the new generations. By Janice Caplan In this informative and well-written book, Hatum argues that the new generation of young professionals is changing the shape of the workforce. He puts forward practical ideas and examples to show how adapting to this new generation can provide the impetus organisations need to remain agile and flexible in today's business world. Hatum goes beyond providing descriptions of new generations, as so many others do, and instead provides an analysis of the strengths, weaknesses and motivations of the new wave of entrants into the workplace. He examines the implications of these and shows how by adapting to these new entrants, the organisation will also be adapting to today's business context. Using case studies and examples from successful and well-known organisations, Hatum discusses changing organisational structures and ways of working. He provides insights into the still new and developing areas of crowdsourcing and social networking; he discusses the concept of the agile and virtual firm, and considers how to attract, retain and develop the new generations entering the workforce. Of particular value to all learning and development professionals are Hatum's ideas on how to develop the next generation of leaders, and his consideration of future careers in the context of organisational change.

Few books go into enough depth to really understand the differences between the future generations of professionals to come and the ones that have gone before. This innovative book examines how new generations of the workplace and workforce will be shaped in the future and shows organizations the ways in which they will have to adapt to succeed.

From the Back Cover This sparkling and timely tour of the emerging business world of the Generation Y "Millennials" is packed with wisdom about how firms can keep agile and in tune, highly relevant case histories, and best practice examples from the leading edge of change. --Professor Nigel Nicholson, London Business School, author of *The 'I' of Leadership: Strategies for seeing, being and doing* (Jossey-Bass). *The New Workforce Challenge* offers companies valuable strategies to help them become more flexible and develop new ways to engage employees, especially the demanding millennial generation. As author Andres Hatum points out, the millennials may provide the push employers urgently need to reshape the workplace for the technology-driven 21st century, changing everything from recruiting to performance management to training and development. --Ronald J. Alsop was editor for *The Wall Street Journal* and author of *The Trophy Kids Grow Up: How the Millennial Generation Is Shaking Up the Workplace*. And Hatum has done it again. This new book on changing patterns in the workplace and workforce offers an illuminating and challenging examination of one of the biggest issues in corporate life- how to build the right kind of agile organisation to recruit, retain and develop the best kind of people who will contribute maximally to their own and their organisation's development. The book is full of quality synthetic writing and illuminating examples which offer real insight into the experiences of contemporary organisations in many parts of the world. The examples vary on a spectrum from the ASIAM business group, to BP, Barcelona FC, BMW, Deloitte, L'Oreal and Rabobank. The book is a must read for thoughtful managers, graduate students and scholars of organisation an employment matters'. --Professor Andrew M Pettigrew Said Business School, University of Oxford. Most books I have read on the necessary transformation of companies through the ages adopt a sequential approach and focus on a few isolated angles. And Hatum has chosen a more ambitious and dangerous path; in this book, Hatum reveals the challenges of today's organizations through their interactions. Like an archeologist, Hatum is not only extracting fragments of decorated or sculpted stones, he also explains how these stones might fit together and unveils an entire city. In analyzing and scrutinizing our recent past, he uncovers all facets of a possible future, allowing us to measure where we stand, what others have chosen to do and what's likely ahead of us. Using true and inspirational

stories, Andreacutere;s reminds us that, like any living organisms, companies need to mutate and adapt constantly to new norms and models if they want to survive and perform on the long run. The New Workforce Challenge guides us through this imperative transformation journey. I very much enjoyed the balance between pragmatic solutions and insightful framework for questioning and introspection. There is an endless and growing number of books that suggest how to build effective and high performing organizations. The book of Andreacutere;s Hatum is about something else, it is about inspiring large companies to become agile, adaptive and flexible organisms, letting their workforce take an active role in shaping their own future.--Geraud Marie Lacassagne VP Human Resource Management at Coty, Paris. About the Author Andreacutere;s Hatum is Professor in Management and Organization at IAE Business School, Austral University, Argentina. He has done his PhD in Management and Organization at Warwick Business School (University of Warwick), England. He also obtained a BA in Politics and International Relationships. He later furthered his education with an Executive MBA at IAE Business and Management School. He has published articles in different journals such as British Journal of Management, Management Research, Harvard Business and Family Business . He has also published books in Spanish such as Dirigiendo Personas, (Temas, 2004); Organizaciones que Crecen, (Temas, 2006); La Carrera Profesional (Granica, 2007) ; Alineando la Organizacioacutere;n (Granica, 2009); and in English (Adaptation or Expiration in Family Firms: Organizational Flexibility in Emerging Economies, Edward Elgar Publishing, 2007) and Next Generation Talent Management (Palgrave Macmillan, 2010) Prof Hatumacutere;s research focuses are: organizational flexibility in organizations, talent management, and career development.