



Highly Acclaimed New Book, "Millennials Into Leadership", Educates Gen Y On How to Be Effective Young Leaders in the Workforce

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Lisa Orrell, The Generation Relations Expert, author of the popular book, "Millennials Incorporated", just released her new book on Amazon, "Millennials Into Leadership". This book helps Gen Y employees, and college students, become effective, respected, young leaders in today's rapidly changing workforce.

PR9.NET December 14, 2009 - San Jose, CA - Knowledgeable companies understand that the combination of Boomers hitting retirement age, and Gen X being a small generation, means Generation Y (aka Millennial) employees will need to move up into leadership roles sooner than generations before them did. To address this growing trend, Lisa Orrell released her second book on Amazon, "Millennials Into Leadership", to educate these Millennial employees on how to be effective young leaders quickly in the workforce.

"Lisa Orrell is a foremost authority on Millennials. She's been educating employers about them (us!) for years and now also focuses on energizing our young generation directly – to be the leaders we all know we can be," says Millennial Heather Huhman, Founder & President of ComeRecommended.com. "Lisa's information-packed new book, Millennials Into Leadership, will prompt young professionals to refer to it again and again for more nuggets of wisdom to excel in their careers."

"Many companies simply move a 20-something employee into a management role, requiring leadership skills, but don't provide any leadership training, and this causes many young managers to struggle," explains Lisa Orrell, the book's author, speaker, and professional Leadership Coach. "Lack of experience, lack of training, and (sometimes) lack of maturity, are not an ideal combination. Many young managers that I personally coach have little knowledge of even the most basic leadership principles, and this quickly affects their team's moral and productivity. This is why I wrote my new book, and it's also why companies and colleges hire me to conduct leadership seminars and keynotes for their Millennials."

Organizations that have hired Lisa for her various keynotes, seminars and/or consulting services, include (partial list): Pepsi, HR Academy of Brazil, Paul Mitchell Systems, Cisco, Brocade, Blue Cross/Blue Shield, ISP Sports, Crowe Horwath LLP, Heald College, and USC's Marshall School of Business.

And based on Lisa's vast expertise on generational dynamics in the workforce, and leadership education for Millennials, she has been a guest on ABC, MSNBC, and NPR. She has also been interviewed by countless national and international print and online media, including (partial list): The New York Times, Wall Street Journal, U.S. News & World Report, Monster.com, HR.com, FoxBusiness.com, BNET.com, China's HerWorld Magazine, Magna Publications Trainee Guides for Denmark, Sweden and Norway, Northwestern Business Review, CareerBuilder.com, and Human Resource Executive.

Copies of "Millennials Into Leadership" can be ordered on Amazon:
<http://www.amazon.com/dp/1936214008>

For media inquiries, speaking inquiries, or inquiries about Leadership & Career Coaching for Millennials, please contact Lisa Orrell at The Orrell Group: 1-888-254-LISA (5472), Lisa@TheOrrellGroup.com, or visit www.TheOrrellGroup.com. Twitter @GenerationsGuru.

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About The Orrell Group

Lisa Orrell is The Generation Relations Expert, and author of the popular book "Millennials Incorporated" (on Amazon), and the new book "Millennials Into Leadership". Lisa is an in-demand speaker who conducts seminars to educate well-known companies, such as Pepsi, Cisco Systems, Brocade, Paul Mitchell, Heald College, and Blue Cross/Blue Shield, about effectively attracting, recruiting, managing and retaining Millennials (Generation Y). And she conducts seminars that help companies improve their workforce generation relations, and offers workshops & keynotes that inspire Millennials to be effective leaders. Lisa has appeared on ABC, NPR and MSNBC, plus her expert commentary has appeared in a wide variety of national and international print and online media. These include (partial): The NY Times, Wall Street Journal, Human Resource Executive, FoxBusiness.com, HR.com, Monster.com, CareerBuilder.com, and China's HerWorld magazine.

Phone:	888-254-LISA (5472)
FAX:	408-264-4455
Website:	http://www.theorrellgroup.com
E-Mail:	lisa@theorrellgroup.com
Address:	267 East Campbell Avenue #200 Campbell, CA 95008

