

# CONTENTS

<b>Robert S. Weiss</b> <i>CEO and President, The Cooper Companies Inc.</i> <i>FOCUSING ON QUALITY OF LIFE</i> <i>FOR ALL GENERATIONS</i>	<b>7</b>
<b>Anthony R. Jimenez</b> <i>Founder, President, and CEO, MicroTech</i> <i>BUILDING A HIGH-PERFORMING TEAM</i> <i>STARTS WITH KNOWING YOUR PEOPLE</i>	<b>17</b>
<b>Randy J. Potts</b> <i>Chairman, President, and CEO, Winnebago Industries Inc.</i> <i>GROWING A COMPANY WITH A GENERATIONALLY</i> <i>DIVIDED WORKFORCE</i>	<b>35</b>
<b>Lanham Napier</b> <i>CEO, Rackspace</i> <i>A UNIFIED MULTIGENERATIONAL WORKFORCE</i>	<b>41</b>
<b>Daniel L. Rosensweig</b> <i>President and CEO, Chegg Inc.</i> <i>USING THE STRENGTHS OF DIFFERENT</i> <i>GENERATIONS TO DRIVE SUCCESS</i>	<b>49</b>
<b>Garry Ridge</b> <i>President and CEO, WD-40 Company</i> <i>BUILDING A COHESIVE, COLLABORATIVE CULTURE</i>	<b>61</b>
<b>Solomon Choi</b> <i>CEO, 16 Handles</i> <i>CREATING THE RIGHT MIX: DRAWING ON THE</i> <i>STRENGTHS OF EACH GENERATION</i>	<b>69</b>

<b>Barry Arbuckle, PhD</b> <i>President and CEO, MemorialCare Health System</i> MEMORIALCARE'S MULTIGENERATIONAL APPROACH: BUILDING ON EACH GENERATION'S STRENGTHS	<b>79</b>
<b>Jeff Farris</b> <i>President and CEO, BubbleLife Media LLC</i> USING EXPECTATIONS TO SHAPE A NEW GENERATION	<b>93</b>
<b>Ram Vasudevan</b> <i>Founder and CEO, QuisLex</i> BUILDING SUCCESS THROUGH TRUST AND EQUALITY	<b>101</b>
<b>Niraj Shah</b> <i>CEO and Co-Founder, Wayfair</i> MOTIVATING EMPLOYEES FOR MAXIMUM SUCCESS	<b>113</b>