

# mass career customization

ALIGNING THE WORKPLACE WITH  
TODAY'S NONTRADITIONAL WORKFORCE

cathleen benko  
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# Mass Career Customization Aligning The Workplace With Todays Nontraditional Workforce

**Cathleen Benko, Anne Weisberg**



## **Mass Career Customization Aligning The Workplace With Today's Nontraditional Workforce:**

**Mass Career Customization** Cathleen Benko, Anne Weisberg, 2007-09-20 Far reaching changes in attitudes and family structures have been redefining the workforce for more than two decades yet the workplace has remained much the same. During this time many companies have learned that personalizing the customer experience is good for business. In **Mass Career Customization** the authors argue convincingly to extend this popular and profitable concept to the workplace. This book is centered on the powerful insight that career options in today's economy need to accommodate the rising and falling phases of employee engagement as it changes over time. The remarkable process unveiled in this book offers choices involving four important dimensions of career progression: role, pace, location, and schedule and workload. As the working population shrinks, maintaining industry advantage will depend largely on keeping employees engaged and connected. **Mass career customization** provides a framework for organizational adaptability that will do just that.

**The Corporate Lattice** Cathleen Benko, Molly Anderson, 2010-08-03 With roots planted firmly in the industrial age, the corporate ladder has been the metaphor used to describe the prevailing one size fits all model for success. At its heart, the ladder is derived from inflexible hierarchical organization models in which prestige, individual rewards, information flow, power, and influence are tied to the rung each employee occupies. Yet the workplace, as we know it, is in transition, evolving away from the linear one size fits all model of the corporate ladder toward a multidimensional approach that Cathy Benko calls the corporate lattice. This book will serve to widen an organization's strategic lens, representing a fundamentally new way to work and run a company. It offers a framework to help senior leaders and HR directors harness the talent in their company in a way that provides a strategic advantage not only for recruiting but also for achieving and maintaining better individual performance. In the bestselling book **Mass Career Customization** Harvard Business Press 2007, Cathy Benko and Deloitte provided the breakthrough MCC dashboard for understanding the important variables of individual employees' career life profiles, but she also coined a new metaphor, the corporate lattice, as a way to think about the changed career landscape. This book delves much deeper into the power of the lattice for organizations, fully exploring its contours and applying it to real life practice throughout a company. It explores how the corporate lattice model creates value by:

1. Ensuring a flow of talent into and through the organization
2. Increasing the efficiency of and return on organizational investments
3. Improving financial and operating results through greater employee engagement

The three part framework of the book presents specific ways managers and organizations can use **The Corporate Lattice** to manage talent, measure results, collaborate across teams, engage employees, and reorganize.

**Mass Career Customization** Cathleen Benko, Anne Weisberg, 2007-08-20 **Mass Career Customization** is a wake up call to corporate America and a guidebook for business leaders. Centered on the powerful insight that today's career is no longer a straight climb up the corporate ladder but rather a combination of climbs, lateral moves, and planned descents, **Mass Career Customization** provides a refreshing approach to attracting talent and strengthening leadership pipelines while providing

varied and well balanced career journeys      *Psychology and Work Today* Duane Schultz, Sydney Ellen Schultz, 2015-09-04 This book describes industrial organizational I O psychology programs in action showing how they are developed and implemented in a variety of organizational settings using workers who differ by gender age culture ethnicity and socioeconomic status      **Developing Women Leaders** Anna Marie Valerio, 2011-09-23 *Developing Women Leaders* answers the question How do we best develop women leaders with practical solutions drawn from current literature and the author's personal interviews with high achievers in major US companies and universities Presents research based practical solutions to help people in organizations develop talented women Describes what organizations and individuals need to know about leadership competencies personality and leadership styles Explains gender related issues that affect the behaviors of both women and men at work Integrates first hand accounts by high achieving women and men from major US companies and universities about their leadership experiences Separate chapters addressed to CEOs and Human Resource executives managers and women offer practical suggestions to implement in their organizations using examples from some best practice companies Has relevance across the range of all organizations including Fortune 500 companies academic institutions non profit organizations and small businesses Has significance for every aspect of society business government law families careers and health      **Handbook of Gendered Careers in Management** Adelina M. Broadbridge, Sandra L. Fielden, 2015-04-30 *Handbook of Gendered Careers in Management* provides an international overview of current practice and theory surrounding gendered employment in management illustrating the impact of gender on key stages of career development      *The Jossey-Bass Reader on Contemporary Issues in Adult Education* Sharan B. Merriam, André P. Grace, 2011-04-05 *THE JOSSEY BASS READER ON Contemporary Issues in Adult Education* With contributions from leading experts in the field *The Jossey Bass Reader on Contemporary Issues in Adult Education* collects in one volume the best previously published literature on the issues and trends affecting adult education today The volume includes influential pieces from foundational authors in the profession such as Eduard C Lindeman Alain Locke and Paulo Freire as well as current work from authors around the world including Laura L Bierema John M Dirkx Cecilia Amaluisa Fiallos Peter Jarvis Michael Newman and Shirley Walters In five sections the book's thirty chapters delve into a wide range of compelling topics including social justice democracy and activism diversity and marginalization human resource development lifelong learning ethical issues the meaning and role of emotions globalization and non Western perspectives the role of mass media popular culture and social learning technology health welfare and environment Each piece is framed within its larger context by the editors and each section is accompanied by helpful reflection and discussion questions      *Towards a Democratic Division of Labour in Europe?* Van Dongen, Walter, 2009 This book analyses male violence against women and children and the mechanisms society develops to push it out of sight      *Custom Nation* Anthony Flynn, Emily Flynn Vencat, 2012-11-15 Smart brands such as Chipotle Zazzle Nike and Pandora are ditching the outdated 20th century model of a one size fits all approach

to providing products and services From a Netflix movie night to a marriage courtesy of eHarmony customization is changing every corner of American life and business The New York Times bestseller Custom Nation is a practical how to guide by someone who has built his business on the power of customization YouBar founder Anthony Flynn and business journalist Emily Flynn Vencat explain how marketers brand managers and entrepreneurs across all industries can reinvigorate their businesses and increase profits In Custom Nation learn Why customization is key to today s businesses and what does and doesn t work How to incorporate customization in new and established businesses to make your products stand out and sell What strategies work for the most successful and profitable custom brands Drawing on firsthand interviews with the CEOs and founders of dozens of companies specializing in customization Custom Nation reveals how customization can make any business stand apart and generate market share increase profit margins and develop customer loyalty

**Workplace Flexibility** Kathleen Christensen, Barbara Schneider, 2011-03-15 Although today s family has changed the workplace has not and the resulting one size fits all workplace has become profoundly mismatched to the needs of an increasingly diverse and varied workforce As changes in the composition of the workforce exert new demands on employers considerable attention is being paid to how workplaces can be structured more flexibly to achieve the goals of employers and employees Workplace Flexibility brings together sixteen essays authored by leading experts in economics demography political science law sociology anthropology and management Collectively they make the case for workplace flexibility as well as examine existing business practices and public policy regarding flexibility in the United States Europe Australia and Japan Workplace Flexibility underscores the need to realign the structure of work in time and place with the needs of the changing workforce Considering the positive and negative consequences for employer and employee alike the authors argue that although there is not an easy solution to creating and implementing flexibility practices in the United States or abroad redesigning the workplace is essential if today s workers are effectively to meet the demands of life and work and if employers are successfully able to attract and retain top talent and improve performance

*This Is Not How I Thought It Would Be* Kristin Maschka, 2009-10-06 An important look at motherhood and family dynamics in the 21st century by the national spokesperson of Mothers More Kristin Maschka past president of Mothers More a national organization with more than 140 chapters across the country shines a spotlight on the complex issues mothers face at work in their homes their lives and with their partners and shows how the hidden assumptions that society the media public policy and women themselves hold about motherhood can sabotage a mother s happiness Maschka weaves together her own story anecdotes from mothers all over the country and a deep knowledge of history and society to offer mothers a comforting often funny read that helps them see themselves and the world around them in a whole new way At the same time she provides specific actions women can take today to remodel motherhood to live the lives they always thought they would

Winning the Global Talent Showdown Edward E. Gordon, 2009-04-13 To help large and small businesses repair our broken talent pipeline Ed Gordon offers counter

intuitive bottom up solutions through which corporations partner with NGOs educational groups local chambers of commerce and other stakeholders to rebuild the wellspring In the next few years the world will be facing a huge talent shortage Demographic trends in America Europe Russia and Japan are reducing the pool of new workers As the need for talent grows China s and India s educational systems won t be able to produce enough qualified graduates for themselves let alone the rest of the world But the heart of the problem is that the education to employment system worldwide is badly outmoded We re not producing graduates with the kinds of technical communications and thinking skills needed in the 21st century In *Winning the Global Talent Showdown* Ed Gordon surveys the sorry state of the world talent pipeline with separate chapters on the Americas Asia and Europe Each region faces its own challenges yet the result is the same a dramatic shortage of workers who can function in what Gordon calls our cyber mental age But this is fundamentally a book about solutions Gordon argues that we need to completely reinvent our talent creation system and some pioneering efforts are already underway He describes dozens of gateways to the future innovative partnerships in which local governments schools businesses labor unions parents training organizations community activists and others are collaborating to develop completely new approaches to education Based on personal experience Gordon outlines how concerned citizens can establish these partnerships in their own communities And he looks down the road to 2020 explaining how we can build on the best of these new ideas so that the jobs pipeline flows freely again *Managing Diversity in Today's Workplace* Michele A.

Paludi,2012-04-23 This four volume set provides updated empirical research and best practices for understanding and managing workplace diversity in the 21st century including issues of gender race generation disability sexual orientation national origin and age As the demographics of workplaces in the United States continue to evolve to include more women employees a growing percentage of aged employees and greater racial diversity a broad understanding of human resource management issues in multiple functions is necessary Today s workplace professionals need to be up to speed on best practices for staffing training and development performance appraisals work family integration compensation health and safety equal employment opportunity disciplinary strategies and labor relations just to mention a few of the most important issues Contributors to this exhaustive four volume set include human resource consultants employers scholars management consultants and therapists offering proven workable solutions to assist employers in managing diversity in the 21st century workforce The books cover topics such as diverse succession planning formal mentoring programs discrimination in religious organizations transgender female workers flexible work schedules generational cohorts and paid leave policy This set will provide a lay professional reader with a thorough understanding of managing diversity in the modern workplace and serve as an essential resource for employers labor attorneys and human resource specialists ***Consulting Magazine* ,2008**

***Being and Well-Being*** J.A. English-Lueck,2010-09-20 This book tells the stories of the workers the young people who will be future workers and retired people who feel capitalism in their very bodies as they work to define what it means to be

healthy in America      **Equally Shared Parenting** Marc Vachon, Amy Vachon, 2010-01-05 This Is Parenting on Your Own Terms Chances are you'd rather not forfeit your happy rested life the moment you become a parent As a mom you may want to keep your career but aren't sure how to balance it with housework and childcare As a dad you probably want to witness your child's milestones but a demanding job may get in the way And what about time for yourself never mind your sex life Marc and Amy Vachon were determined to beat this scenario when their first child was born They vowed to sidestep the world's expectations of new parents and create a parenthood model that worked for them Their strategy was to share everything the good and the bad They became peers in each area of parenthood childcare housework and breadwinning They also made time for themselves and for each other They shared the burdens so nobody was overwhelmed and the joys so neither missed out on the fun Drawing on Marc and Amy's experiences as well as those of dozens of ESP couples Equally Shared Parenting shows you how to create a balanced life that is rarely experienced by today's parents It's not just about who vacuums and who does the dishes or who brings in the paycheck and who tends to the kids You'll learn how to look at every aspect of parenthood money careers and your individual needs so you can build a life that works for you both

**Handbook of Research on Sustainable Careers** Ans De Vos, Beatrice I. J. M. Van der Heijden, 2015-06-29 What is a sustainable career and how can individuals and organizations develop pathways that lead to them With current levels of global unemployment and the need for life long learning and employability enhancement these questions assume a pressing s

What's Next, Gen X? Tamara J. Erickson, 2010-01-05 You're a member of Generation X the 30 to 44 age cohort And you've drawn the short stick when it comes to work The economy has been stacked against you from the beginning Worse you're sandwiched between Boomers with their constant back patting blather and refusal to retire and Gen Y's with their relentless confidence and demands for attention You're stuck in the middle of your life and between two huge generations that dote on each other But you can move forward in your career In What's Next Gen X Tamara Erickson shows how She explains the forces affecting attitudes and behaviors in each generation Boomer X and Y so you can start relating more productively with bosses peers and employees Erickson then assesses Gen X's progress in life so far and analyzes the implications of organizational and technological changes for your professional future She lays out a powerful framework for shaping a satisfying meaningful career revealing how to Identify work that matches what you care most about Succeed in a corporate career or an entrepreneurial venture Spot and seize newly emerging professional opportunities Use your unique capabilities to become an effective leader Provocative and engaging What's Next Gen X helps you break free from the middle and chart a fulfilling course for the years ahead      **Survival Guide for Women in Business** Sarah Baicker, 2008      Finding Time

Heather Boushey, 2016-04-19 Employers demand more of employees time while leaving the important things in life health family for workers to take care of on their own time and dime How can workers get ahead while making sure their families don't fall behind Heather Boushey shows in detail that economic efficiency and equity do not have to be enemies

Eventually, you will agreed discover a other experience and exploit by spending more cash. yet when? accomplish you say yes that you require to acquire those all needs past having significantly cash? Why dont you try to acquire something basic in the beginning? Thats something that will guide you to understand even more concerning the globe, experience, some places, similar to history, amusement, and a lot more?

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