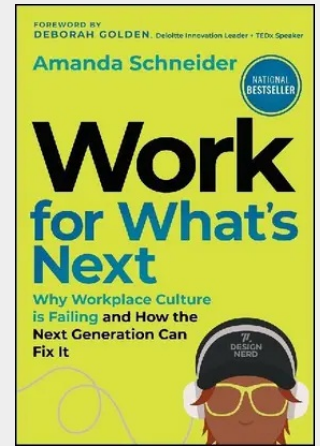


Work for What's Next

Why Workplace Culture Is Failing and How the Next Generation Can Fix It

A provocative guide to rethinking connection and trust across generations in a digital-first world. In *Work for What's Next: Why Workplace Culture is Failing and How the Next Generation Can Fix It*, researcher and entrepreneur Amanda Schneider, delivers a modern and accessible framework for building trust across generational, geographic, and digital divides. Schneider exposes how outdated, unwritten norms are holding us back – and what to do instead. The book reveals how to build authentic connections in an always “on” world by moving beyond generational stereotypes to uncover real patterns and prototype better solutions. *Work for What's Next* offers a research-driven roadmap for the future—empathetic, practical, and designed for a world that never stops changing. Inside the book: - Research-backed insights into the hidden generational patterns that are shaping how we connect, collaborate, and lead today— and will define the workplace of tomorrow - Practical frameworks for building trust and authentic connection across generations, geographies and new ways of working — in any industry - Real-world examples and future-focused guidance to help you anticipate what's coming next—and prepare for it Perfect for managers, executives, entrepreneurs, HR professionals, sellers and team leaders, *Work for What's Next* offers insights inspired by Gen Z - but designed to help all of us get the most from every member of today's workforce.

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