



The Boomerang Principle: Inspire Lifetime Loyalty from Your Employees

Lee Caraher

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It is rare for an employee to stay with one organization for very long. In fact, "job hopping" is the new norm, especially for Millennials. In *The Boomerang Principle*, companies learn how to leverage this fact rather than fear it. By engendering a lifetime of loyalty from former employees, leaders can see them "return" in the form of customers, partners, clients, advocates, contractors, and even returning employees.

Author Lee Caraher has built several companies and managed many Millennials along the way. In her first book, *Millennials & Management*, she shared her wisdom on how to get an intergenerational workforce to contribute to the larger goals of the organization. In this follow-up book, she shifts the emphasis to creating valuable, long-lasting relationships with your employees to ensure they remain your biggest fans, even if they leave the company.

The Boomerang Principle is a pragmatic answer to the outdated corporate mindset around employee turnover. Instead, it shifts the focus to creating lifetime loyalty from your alumni who will bring back business again and again.

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