

THE GREAT GENERATIONAL SHIFT: THE WORKFORCE IS CHANGING, ARE YOU READY?



Baby Boomers are leaving, Second-wave Millennials and Gen Zers are flooding in, and First-wave Millennials and Gen Xers are stuck in the middle. It is not only a generational shift in the numbers in the workforce. This is also an epic turning point in the norms and values of the workforce and a corresponding transformation in the very fundamentals of the employer-employee relationship.

The Great Generational Shift presents a whole new set of challenges for employers in every industry, employees of all ages, and for managers at every level.

Of course, there are as many different individual stories as there are people in the workplace. But RainmakerThinking's ongoing Generational Shift research has illustrated strong generational trends in career paths, management practices, attitudes, expectations, and overall behavior at work. With a workforce more generationally diverse than at any other time in history, employers and managers are struggling to balance their business needs with an increasingly high-maintenance workforce.



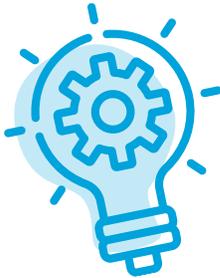
What does the Great Generational Shift mean for the future of your organization? Bruce Tulgan helps everyone understand the generations in the workplace today – each at different life stages, with conflicting perspectives, expectations, and needs. **Turn age diversity into a strategic advantage.**

PARTICIPANTS WILL LEARN:



- How the generational numbers are expected to shift in the coming years
- How the norms and values of the workforce will continue to change
- What these changes mean for employers, managers, and employees
- How to build cooperative and mutually supportive work relationships with those of other generations
- How to assess and address the human capital management issues presented by generational diversity

TECHNIQUES AND BEST PRACTICES FOR:



- Appreciating the attitudes and behaviors of those of other generations
- Making adjustments in your own attitude and behavior in order to communicate and work more effectively with those of other generations
- Focusing on the common ground—the work you have in common
- Evaluating the generational mix of your team and planning for the human capital management issues you may face:
 - Is there a talent drain among your aging workforce?
 - Could a flexible retention model solve your biggest staffing issues?
 - How can you establish a formal knowledge & wisdom transfer process in your organization?
 - Is there a gap in bench strength for senior management?
 - Is there a mid-level leadership gap?
 - What can you do to improve recruiting, selection, training, performance management, retention, and development for those of all generations?