Recruit and Retain Your Future
WE’RE LOOKING FOR SOMEONE AGE 22-26
WITH 30 YEARS OF EXPERIENCE
CFO asks CEO: “What if we spend money training our people and they leave?”

CEO: “What happens if we don’t invest, and they stay?”
EMPLOYMENT PLANNING

GOOD TO GREAT

FIRST WHO THEN WHAT

PEOPLE BEFORE STRATEGY
Get the right people first and then set the right strategy
Recruiting Strategy
MUTIPLE GENERATIONS @ WORK

Five Generations Working Side by Side in 2020

<table>
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<tr>
<th>TRADITIONALISTS</th>
<th>BOOMERS</th>
<th>GEN X</th>
<th>MILLENIALS</th>
<th>GEN 2020</th>
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<tr>
<td>Great Depression</td>
<td>Vietnam, Moon Landing</td>
<td>Fall of Berlin Wall</td>
<td>9/11 Attacks</td>
<td>Age 15 and Younger</td>
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<td>World War II</td>
<td>Civil/Women's Rights</td>
<td>Gulf War</td>
<td>Community Service</td>
<td>Optimistic</td>
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<td>Disciplined</td>
<td>Experimental</td>
<td>Independent</td>
<td>Immediacy</td>
<td>High Expectations</td>
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<td>Workplace Loyalty</td>
<td>Innovators</td>
<td>Free Agents</td>
<td>Confident, Diversity</td>
<td>Apps</td>
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<tr>
<td>Move to the 'Burbs</td>
<td>Hard Working</td>
<td>Internet, MTV, AIDS</td>
<td>Social Everything</td>
<td>Social Games</td>
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<td>Vaccines</td>
<td>Personal Computer</td>
<td>Mobile Phone</td>
<td>Google, Facebook</td>
<td>Tablet Devices</td>
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Each generation brings its own view of the world, which creates both opportunities and threats to businesses. This demands Generational Intelligence!

MULTIPLE GENERATIONS @ WORK SURVEY
WHY DO YOU WORK?
Action Plan

Objective

Strategy

Collaboration

Implementation

Check

Improvement

Schedule

Act