



#PINP18

COMMUNICATE COMMIT DELIVER

2018





JON FINCH

VP Training & Recruiting

Recruit and Retain Your Future

**HELP
WANTED**

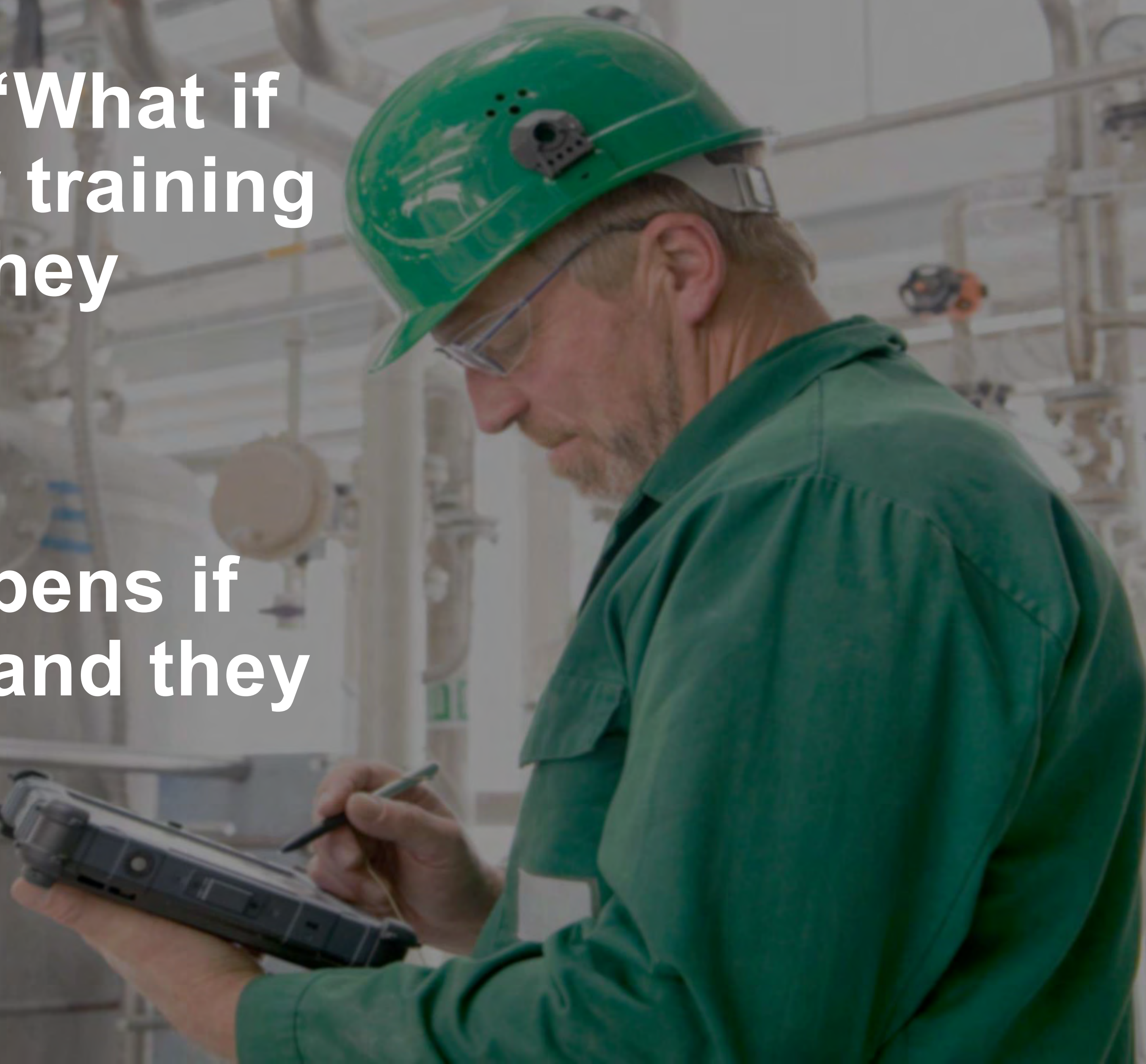
WE'RE LOOKING FOR SOMEONE AGE 22-26



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?”





#1 BESTSELLER
THREE MILLION COPIES SOLD

Why Some Companies
Make the Leap...
and Others Don't

GOOD TO GREAT

JIM COLLINS
Coauthor of the bestselling
BUILT TO LAST

FIRST WHO THEN WHAT



PEOPLE BEFORE STRATEGY
Get the right people first and
then set the right strategy


Recruiting Strategy





MULTIPLE GENERATIONS @ WORK

Five Generations Working Side by Side in 2020



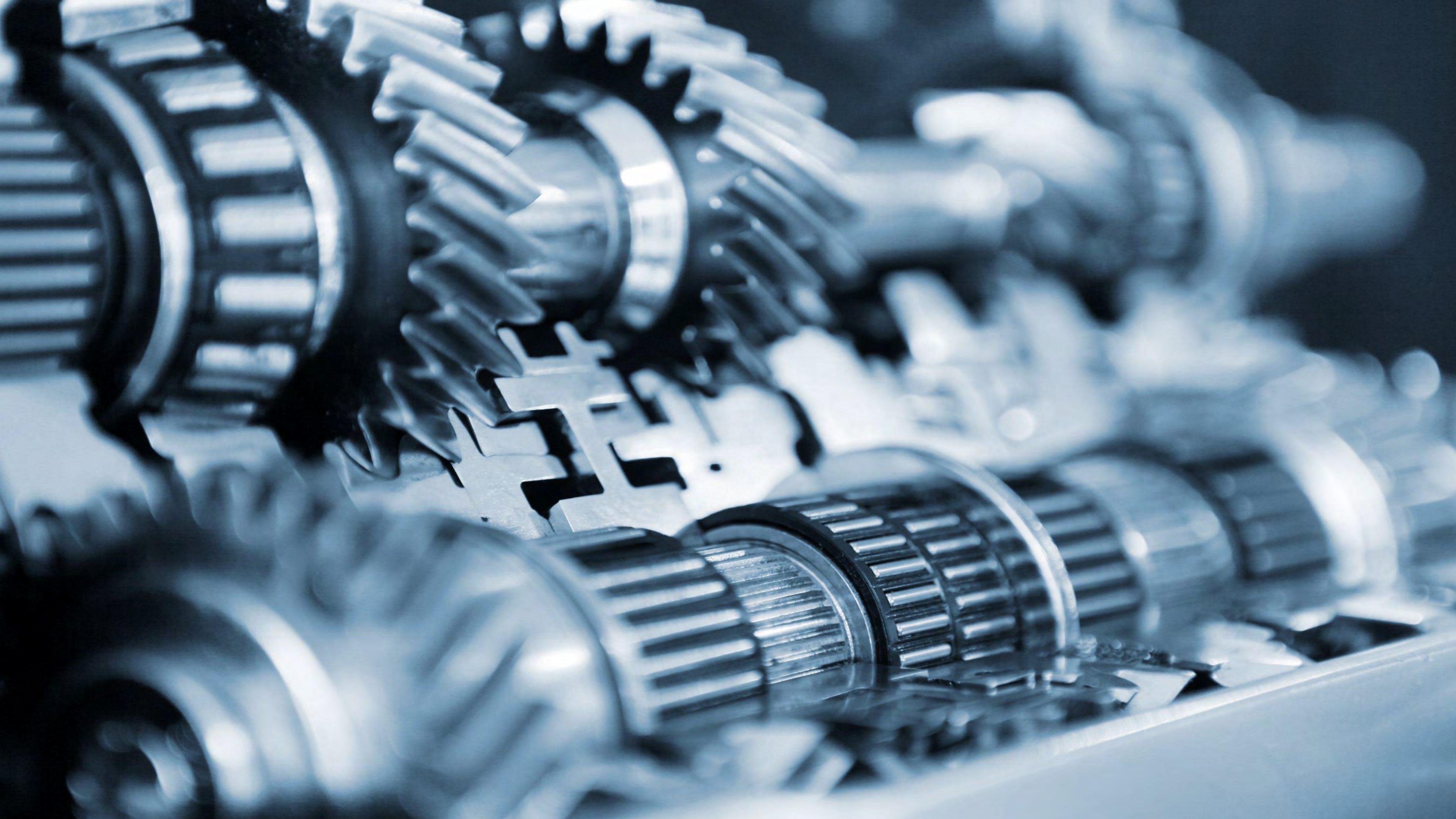
TRADITIONALISTS Born 1900-1945	BOOMERS Born 1946-1964	GEN X Born 1965-1976	MILLENNIAL Born 1977-1997	GEN 2020 After 1997
Great Depression World War II Disciplined Workplace Loyalty Move to the 'Burbs Vaccines	Vietnam, Moon Landing Civil/Women's Rights Experimental Innovators Hard Working Personal Computer	Fall of Berlin Wall Gulf War Independent Free Agents Internet, MTV, AIDS Mobile Phone	9/11 Attacks Community Service Immediacy Confident, Diversity Social Everything Google, Facebook	Age 15 and Younger Optimistic High Expectations Apps Social Games Tablet Devices

Each generation brings its own view of the world, which creates both opportunities and threats to businesses. **This demands Generational Intelligence!**

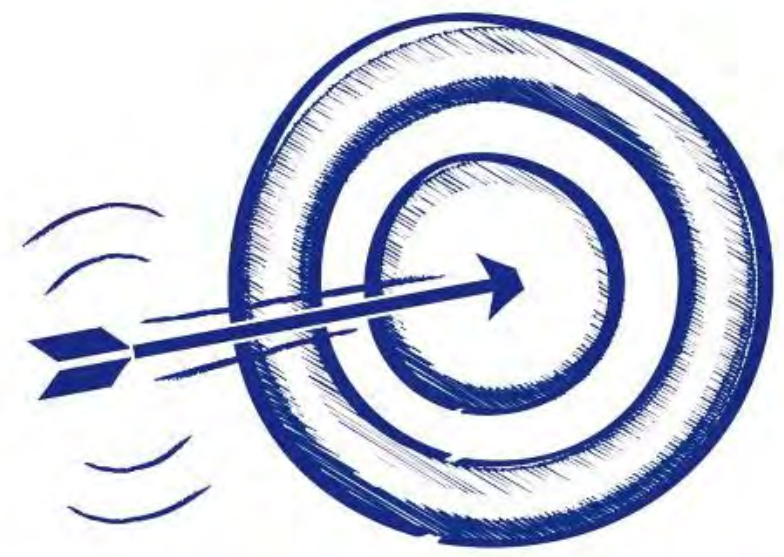
MULTIPLE GENERATIONS @ WORK SURVEY

A close-up photograph of a road surface. Two parallel yellow lines are painted on the dark asphalt, running diagonally from the top left towards the bottom center. The text 'WHY DO YOU WORRY?' is painted in large, bold, yellow capital letters across the middle of the image, overlapping the lines and the asphalt.

WHY DO YOU
WORRY?







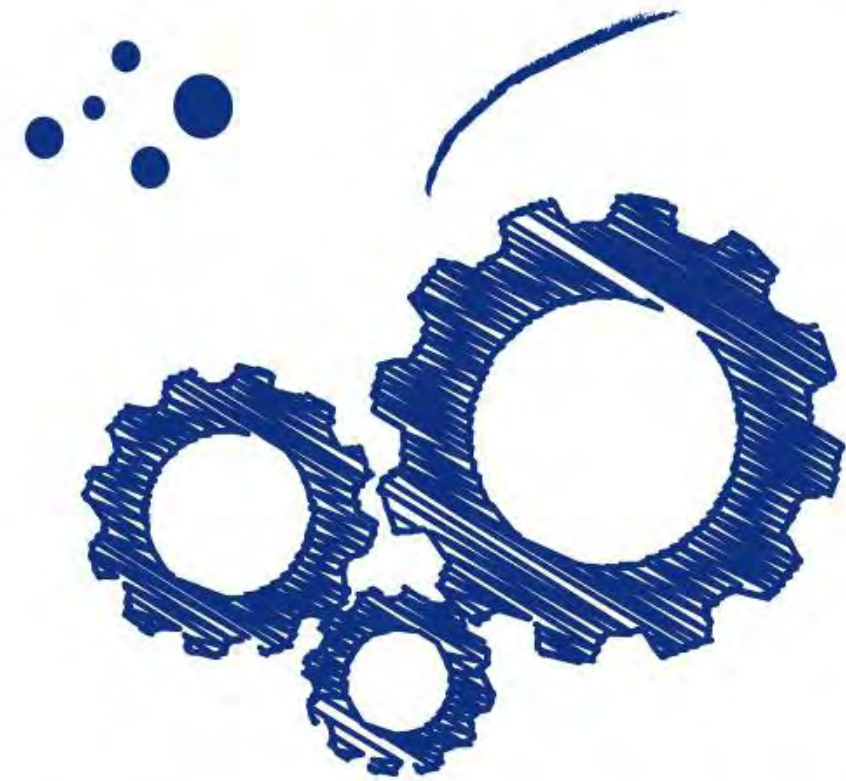
OBJECTIVE

STRATEGY



COLLABORATION

Action Plan



IMPLEMENTATION



SCHEDULE



ACT