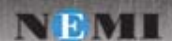


Recruiting-Retaining-Motivating Your Workforce

How will you connect with the most
diverse
wired
impatient
entitlement-oriented
skeptical
demanding
convenience-oriented
fun-loving
generation in US history?



Recruiting-Retaining-Motivating Your Workforce

Matures

Family Stories

Schools

Radio

Newspapers

Magazines

Movies

Neighbors



NEMI



Recruiting-Retaining-Motivating Your Workforce

Millennials

Family Stories
Schools
Places of worship
Radio
Billboards
Newspapers
Magazines
Movies
Neighbors
Television
Calculators
Cordless Phones
Personal Computers
Pagers

Cell Phones
Global Positioning Technology
Menu-Driven Software
Presentation Software
Text Messaging
World Wide Web
Meta-Search Engines
Electronic Shopping Carts
Video Phones
Global Positioning Systems
Swipe Technology
Downloadable Entertainment
Portable Entertainment
Mobisodes

Social Networking Sites
In-text Advertising
Blinks
Avatars
Motion Capture
Twitter



Recruiting-Retaining-Motivating Your Workforce

Recruiting

- It's all about the perception.
- They demand immediate gratification.
- They are ultra-connected.
- Media dominates their lives.
- They are multi-channeling 24/7/365.



Recruiting-Retaining-Motivating Your Workforce

Retaining

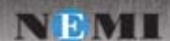
- They view a job as a contract.
- To them, work-balance is paramount.
- They want to be respected from the get-go.
- They expect to be told why.
- They expect praise for their contributions.



Recruiting-Retaining-Motivating Your Workforce

Motivating

- Focus on outcome rather than process.
- Seek their input.
- Recognize their contributions.
- Train-train-train.
- Take time to explain your reasoning.
- Emphasize teamwork where possible.





For additional information

www.gentrends.com

