



# FMC

“

**FMC leaders quickly recognized that many changes and challenges they are facing with today's workforce are indeed the result of generational differences.**

”

For more information please contact

HELEN BRODER

Business Manager

[Helen@GenerationalInsights.com](mailto:Helen@GenerationalInsights.com)

910.256.3495

[GenerationalInsights.com](http://GenerationalInsights.com)

## ABOUT THE CLIENT

FMC Technologies is a leading global provider of technology solutions for the energy industry and other industrial markets. The company designs, manufactures and services technologically sophisticated systems for the oil and gas industry, with a focus on sub-sea production and processing. FMC also produces equipment and technologies for both the food processing and aviation industries. Twice named the Most Admired Oil and Gas Equipment Services Company by FORTUNE Magazine, FMC Technologies employs approximately 11,000 people and operates 32 manufacturing facilities in 17 countries.

## BUSINESS NEED

The Subsea management team at FMC invited Cam Marston to give a keynote presentation to its division leaders during an annual development conference. During his 90-minute session Cam discussed the differences between the four generations in the workplace and shared some best practices for management and retention in the engineering industry as well as general recruiting.

## INSIGHT AND IMPACT

FMC leaders quickly recognized that many changes and challenges they are facing with today's workforce are indeed the result of generational differences. More important, while those differences are bigger than they thought, there are tactics available to bridge the gap. The short keynote presentation gave FMC the information needed to identify a critical component of changing recruiting, management and retention dynamics within the company and created a path for increased communication throughout the entire workforce. FMC managers report continued interest in generational dynamics, months after the presentation. The company is taking a more proactive approach to effectively lead, motivate, direct and engage employees across all generations. Thanks to the awareness created by Cam Marston's presentation, FMC is committed to increasing training and development resources to assist the company in becoming more effective in managing across the generational divide.