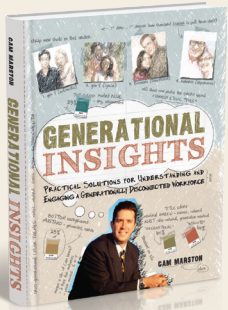


From the leading expert on the generations and author of *Generational Insights*.



## Recruiting & Retention

### Asset Management.

Human resources are the greatest assets of any business. But good talent is hard to find and even harder to keep. What do employees want? In today's multigenerational workforce, there are at least four different answers to that question. Millennials want meaning and flexibility, Generation X wants openness and collegiality, Boomers want recognition and authority. Matures like rules and respect. Each generation has something to offer so every business needs to offer something to each generation.

### Cheaper to keep 'em.

Retaining employees is far more cost effective than recruiting and training new ones. "Company loyalty" might be extinct, but the bottom-line benefits of retention are still very real. However, most recruiting and retention programs have been designed by older generations based on what motivates *them*. Employers must create conditions that appeal to employees of all generations. They can't afford not to.

"Good talent is hard to find and even harder to keep."

### Operating Instructions for Multigenerational Human Resources

The four generations in the workplace — Matures, Boomers, Xers and Millennials — all bring different attitudes to work, about loyalty, leadership, time, and productivity. This presentation profiles each generation of employee — what will get them on the clock and then what will keep them ticking.

- What does each bring to the table?
- What does each want in an opportunity?
- Who sees "meaning" and "flexibility" as part of total compensation?
- Who believes in "paying your dues"?
- Who values loyalty and who values freedom?
- What do they expect from leadership?

### Adapt your recruiting and retention program to:

- suit the ambitions and goals of each generation,
- choose from the best that each has to offer,
- realize the full return on investment in your workforce.

Recruiting, training, experience, and institutional memory make your employees your most valuable assets. Effective multi-generational hiring and retention efforts will help ensure that those assets keep working for you and not for someone else.



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