

## **Ready or Not, Here They Come!**

### Understanding and Motivating the Millennial Generation

For the first time in the history of mankind, there are four generations in the workforce. There are 35 million Traditionalists, 84 million Baby Boomers, the largest numbers of which began to retire beginning in 2011. There are 68 million Generation Xers and 79 million Millennials or Generation Y. There will be no escaping the demographic reality that in the very near future, there will be 84 million retiring Baby Boomers, followed by 68 million Gen Xers to replace them. This will create an employee vacuum in the workforce that only the 79 million Gen Yers can fill, increasing demand and competition for Generation Y employees, in addition to increasing the ongoing challenge of working with a multigenerational workforce.

In this highly thought-provoking and participant-driven program, Dr. Gustavo Grodnitzky, well known as Dr. Gustavo, will provide participants with actionable information regarding:

- Generational Differences
- Gen Ys at Work
- Recruiting and Retaining Gen Y: Implementing five "magnet factors" that attract and keep the best of Gen Y in your workforce

Dr. Gustavo will identify for each participant his/her own organizational "magnet factor" strengths and challenges as well as identify immediate tactical steps s/he can take to overcome those "magnet factor" challenges. Given the reality of the demographics, every industry will be competing for the same people. Understanding and managing these factors will ensure success for the participants' businesses.

**Value to Participants:** Participants will leave with specific action plans outlining what steps are required, strategically and tactically, to implement their "magnet factors" as well as individual steps to maximize Gen Y performance. These steps will be outlined for each member in a readily accessible format where participants can refer to their plan on a daily and weekly basis.

**Biography:** Gustavo Grodnitzky has a Ph.D. in clinical and school psychology and has extensive experience in interpersonal communications, strategic planning, change management and development of organizational culture. For well over a decade, he has been a consultant for corporations, groups and individual executives, at numerous Fortune 500, mid-sized and smaller companies. Dr. Gustavo has presented at a variety of national and international professional conferences, has written numerous manuscripts for publication and is often called on to review books and manuscripts prior to publication. His recently published book, "Culture Trumps Everything," has been acclaimed by both business and non-business audiences.