

RECRUITING & RETENTION

We hear it all the time: “Our people are our greatest asset.” But good talent is hard to find and even harder to keep. How do you build your people assets? What do today's employees want?

CAM MARSTON
GENERATIONAL EXPERT

25+ years of research into how generational change reshapes today's workplace, marketplace, and retirement transition.

The rare few workplaces that do not struggle to hire and retain all tend to have a few things in common: they have spent years intentionally building a culture designed to address employee needs both in and out of the workplace; leaders have been groomed to help employees discover their own inner motivations to find purpose in their work; and they recognize their culture as a strategic differentiator in a crowded and aggressive marketplace, protecting it at all costs. When these characteristics are in place, the organization becomes a magnet for people eager to join a workplace where they will find fulfillment.

Inherent in the leader's ability to build and protect the culture and motivate employees is an understanding of employees' spoken and unspoken challenges. Trusted leaders are familiar with the trends shaping the workforce, from life stages to generational characteristics to current events. Today's employee marketplace wants to know your plans to address the latest hot topics including mental health, remote workplaces, flexible hours, workplace safety, and diversity and inclusion.

A few innovative actions by forward-looking companies can result in immediate improvements in recruiting and retention. In this timely and engaging presentation, you will learn:

- Trends that shape what an employee expects and needs to flourish that you must be ready to address
- How to show your company's personal side publicly
- Steps to becoming a motivator for your teams
- How to design plans for your employees' first days on the job and for longer term growth
- How to form the groundwork for a strong workplace culture that is attractive to recruits of all generations and in which current employees thrive and never want to leave

Retaining employees is far more cost-effective than recruiting and training new ones. Experience and institutional memory make your employees your most valuable assets. Effective hiring and retention efforts will help ensure that those assets keep working for you and not for someone else.

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