INFIRMARY HEALTH
More devoted to *Your* life.

JAY MARTINDALE
Director of Organizational Development

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> **Cam's presentation received the most positive and enthusiastic feedback of any Leadership Summit speaker over the past 10 years.**
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ABOUT THE CLIENT

Serving 11 counties in south Alabama and northwest Florida, Infirmary Health (IH) is the largest non-governmental health care system in Alabama. With 5 acute and 2 post-acute care facilities and over 30 physician clinics, Infirmary Health has over 1 million patient visits each year. Infirmary Health leads the market share in Mobile and Baldwin counties and with 5600 employees, is the largest private employer in both counties.

BUSINESS NEED

Every year, Infirmary Health holds 2-3 Leadership Summits for their VPs, Managers, Directors, and Team Leaders. Faced with a highly competitive health care market and a nationwide shortage of Registered Nurses, Infirmary Health was looking for insight on how to effectively recruit and retain young employees and build strong collaborative teams within their organization. Having employees who range in age from 20 to 70 years old, they were looking for a keynote speaker who could not only provide insight on generational differences, but also connect with their group and deliver an engaging presentation. After viewing some of Cam's online videos, they realized his strong research and data paired with his ability to engage with his audience would be a great fit for their Summit.

INSIGHT AND IMPACT

Cam presented the keynote speech at Infirmary Health's Leadership Summit leading into their Holiday Reception. He presented a customized overview of generational characteristics and how they affect workforce preferences to 450 IH leaders. According to Jay Martindale, Director of Organizational Development, Cam used humor and real life examples and was highly effective in engaging and relating to their large audience. The presentation included an interactive puzzle, "The Work Preferences Puzzler", which enabled the large group to break into smaller groups and discuss the information they were being presented. According to Jay Martindale, this puzzle was a highly effective and fun way to help the audience apply what Cam was presenting. He noted Cam did a wonderful job presenting relevant information on generational characteristics which their leaders can apply to leading team members, relating to patients, and in their personal lives.

Work Preferences Puzzler | Answer key

Work Preferences	Mature	Boomer	Gen X	Millennial	iGen*
Communication	Meetings Leader-led	Meetings & Conference Calls Collaborative/ Efficient	E-Mail One-way	Text Immediate	Emoji Expressive
Schedule	9am – 5pm Or set shifts	Arrive Early, Leave Late Lot's of (visible) time at work	Regular Hours But flex for extracurricular activities	No set hours Works only the hours the job needs	Customized Work Schedule
Relationship With Work Colleagues	Clear Hierarchy	If You Need Me I'm There And I expect you'll do the same for me	Just Get the Job Done Too much interpersonal can get in the way	Seeks Equal Parts Group & Individual Interaction	Seeks Information
Recognition	Acknowledge Team Not self	Acknowledgement in Front of Team Or through promotions	Acknowledged Through Time Off	Acknowledged Through Frequent Rewards	Acknowledged with Personalized Rewards

*Lots of conjecture here as the iGen are still quite young.