

# RECRUITING & RETAINING ACROSS THE GENERATIONS



Cam Marston, acclaimed author, columnist, lecturer, and radio/podcast host is a leading expert on workplace and marketplace trends.

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?

In today’s multigenerational workforce –

- Matures, increasingly rare in today’s workplace, like rules and respect.
- Boomers want recognition, authority, accountability and colleagues who mirror their own definition of team: “If you need me, I’m there. And I expect the same from you.”
- Generation X wants openness and flexibility, and the space to do it without “meaningless” interruptions.
- Millennials want meaning in their work and the freedom to do it on their own time.
- What about the Gen Z, the generation following the Millennials? They want even more freedom, more attention, and a deep focus on who will teach and train them, when it will be done, and what those skills will lead to.

Each generation has something to offer so every business needs to offer something to each generation.

Retaining employees is far more cost-effective than recruiting and training new ones. This presentation profiles each generation of employee - or focuses only on the one(s) your organization needs to know about - what will get them on the clock and what will keep them ticking. Cam Marston will help you adapt your recruiting and retention program to suit the ambitions and goals of each generation, choose from the best that each has to offer and 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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