

Recruiting, Retaining & Training the New Generations at Work

The future of industry is shaped not just by the technological changes but also the sociological changes. Indeed what defines our 21st Century is the massive technological change which combined with the huge demographic change is reshaping the business landscape. Our world is experiencing the biggest generational change since the birth of the Post-war Baby Boomers. Increasingly Baby Boomers are downshifting, Generation Xers and Ys are the emerging managers, and the Gen Zeds are today's new employees. Therefore it is critical to understand the attitudes, values and expectations of the diverse generations comprising today's workforce.

This session will outline the new demographics and the social trends which have shaped Gen Y and Gen Z. This session will identify the HR implications of these new attitudes, values, and workplace priorities of today's employees. He will highlight applications of this to effective employer branding, attraction and retention strategies, workplace communications and effective management styles.

Key issues:

- From **Boomers & Builders, to Generations X, Y, Z & Gen Alpha**: understanding the changes in demographics, characteristics, and aspirations.
- **The ageing population**: the changes and the challenges.
- The **4 biggest social trends** redefining the business landscape.
- **Australia in 2020**: the new workplace demographics.
- **Career branding and EVP's that work** for the multi-career generation
- **The top 5 attraction and retention factors** for the Under 30's.
- **The ideal 21st Century workplace**: how does it look and feel?
- Managing & leading **intergenerational teams** in individualistic times.
- **Gen X and Y friendly managers** - what they're doing right.