



# MAURER CONSULTING GROUP

..... Business Strategies for the Design Industry

## Generations In The Workplace Recruiting, Retaining & Managing An Age-Diverse Workforce



Are you a member of management or Human Resources faced with recruiting, retaining and managing the workforce for your company? Have you thought at all about how you're going to fill positions as 78,000,000 Baby Boomers reach retirement age? Gen Xers are eager to step in and take over, but there are only 46,000,000 of them. Just doing the basic math shows a deficiency of about 32,000,000 job vacancies vs. warm bodies to fill the gaps. There will be approximately 100,000,000 Millennials (Gen Y) coming behind the Xers. But, they are just beginning to enter the workforce now. Can you wait to fill key positions?

It's not just the age and availability of job candidates that will challenge your skills as a manager. Members of each generation who will remain in or enter your workforce all have their own, very different characteristics. Once you get them, how will you keep them? And, how will you coordinate them as a team and keep the pace on a day-to-day basis?

Clearly there are challenges ahead. Even if you manage to fill all key positions, it will be with a very age-diverse, and different workforce. If you have it all worked out already, congratulations! Most people are shaking their heads and tearing their hair out as they find the job candidate pool shrinking and the vacancy rate rising. If you're not in that 'everything's under control' group, you might want to start considering the possibilities sooner than later. Either way, join **Terri L. Maurer, FASID**, President of Maurer Consulting Group for an in depth look at planning for the inevitable – dealing with an age-diverse workforce.

### Who Should Attend?

This program was developed for those in management positions responsible for recruiting, retaining and managing today's workforce that covers four separate and very unique generations. Business owners, managers and human resource specialists will all benefit from this program.

### Course Objectives:

- Learn about the four generations currently in the workforce and the values they represent.
- Learn the value systems of each generation and what makes them tick.
- Learn to adapt your workplace and management style to capitalize on those generational differences.
- Learn how to identify each generation's expectations; what you can expect from them and what they expect from you.
- Learn what hot buttons to push to get the best from each group by providing what they need to get what you want.

### For More Information:

For more information regarding this or other business programs, or to schedule MCG programs for your organization, contact: [speakers@maurerconsultinggroup.com](mailto:speakers@maurerconsultinggroup.com).

### *Comments From Participants of NeoCon 2007...*

*"Very interesting facts. I find this very helpful as a manager in my firm. Being a Gen X'er, with Boomers phasing out, and I'm hiring the Millennials. Thanks."*

*"Excellent information!  
Thorough knowledge base.  
Very organized and current  
information."*



**Terri L. Maurer, FASID**, is president of Ohio-based Maurer Consulting Group (MCG), a strategies group focused on helping clients plan for and implement their unique vision of success. Following a logical path of discovery and development, a road map to your organization's success is created.

NCIDQ certified since 1983, Maurer earned her degree in Interior Design from Kent State University. Maurer has nearly 30 years of commercial interior design and business experience in a number of different business models.

A past national president of ASID, Terri is a nationally and internationally recognized speaker and educator on business planning, strategic planning, marketing and generational diversity.

Terri L. Maurer, FASID