

Bridging The Generation Divide

Training Workshop

Have you heard about Generation Y and the different way these young people view the world of work? Young people today have work place values and expectations that are challenging employers across all industries. At the same time, youth employees have a tremendous wealth of skills and abilities to contribute to the labour market and therefore have the ability to be very valuable employees.

Bridging the Generation Divide is training that provides employers with a new set of strategies they can use to entice, attract, engage, retain and most importantly, understand the youth they are hiring.

If you are having trouble finding and keeping young employees, have concerns about work ethic, workplace behaviours, and skills of youth today, or you are looking for hands-on tactics to attract and retain young employees, then this training session will offer valuable practical knowledge.

Bridging the Generation Divide training consists of these three comprehensive components:

Gen Y: Who Are They?

Gain an understanding of who these youth are and why understanding them is critical to the bottom line of any business

Gen Y: How to Hook 'Em!

Learn to evaluate and rethink perceptions of Generation Y and gain strategies and tactics to get, attract and recruit Gen Y employees to the workplace

Gen Y: Getting Buy-In!

Offers structures and approaches to develop, engage and retain Gen Y employees and reviews best practices other employers are using to promote buy-in and loyalty from this group

Workshop Information:

Date: Tuesday, February 23rd, 2010

Time: 9:00am – 1:00pm

Location: Invermere, CVCC Lions' Hall (*behind Chamber of Commerce*), 651 Hwy 93/95

Cost: \$30 plus GST (includes light refreshments)

To Register: Community Futures East Kootenay at 1-800-661-2293 (**Seating is limited**)

Hosted by: Columbia Valley Chamber of Commerce & Community Futures East Kootenay

