

Recruiting and Retaining Today's Top Talent

Boost your bottom line by implementing recruitment and retention efforts that truly connect with the beliefs and expectations of today's demanding contributors.

Younger generations look for jobs—and view their work—in radically different ways than seasoned contributors. They lack loyalty; they see jobs as contracts; they leave at a moment's notice. On the other hand, they can be bright, creative, and hardworking. The difference? Motivation and understanding their values.

With long-term labor shortages on the horizon, you cannot afford to do what you've always done. Those stubbornly using the same, tired hiring systems are facing overwhelming challenges in finding and keeping good help. But managers making a conscious effort to focus on the changing workforce and embrace the "new rules of recruitment & retention" will find a deep pool of qualified applicants..



- What top firms are doing to attract the best through on-line promotions and web presence
- How some companies are connecting with top applicants via social networking
- Why on-line job boards can be the worst way to advertise and how to connect effectively with the menu-driven generation.
- How interviewing by walking around can be your secret weapon for uncovering applicants' true behavioral traits
- How to build an inexpensive, but effective assessment center that will put your interview process to shame
- How to measure true selection effectiveness and save thousands of dollars on every hire
- Why training the "Millennial mind" from the first hour is the key to long-term retention and how it differs from traditional orientation.
- Why disenfranchised workers are the hidden pool of top performers and what you can do to connect with them.
- How to overcome the "just another job" attitude among young workers by building their investment in the enterprise.
- How to attack employee turnover directly by implementing changes relating to how work is performed.
- How to instantly appeal to younger generations through "values messaging."

The bottom line . . .

Recruitment and retention strategies continue to evolve. Learn the essentials from someone who's been researching and writing about these challenges for more than 30 years.

To check availability . . .

800-227-5510

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What others are saying...

"FASTSIGNS is all abuzz about Bob!"

Claire Billingsley
FASTSIGNS International

"I know you had the attention of our members because I heard you quoted time after time throughout the rest of the convention."

Donna Stollfus
Rocky Mountain Association of Fairs

"You were a terrific success. Judging by the questions and number of people taking notes, your comments were right on target."

Henry Bergson
National Electrical Manufacturers
Representatives Association

"You definitely struck a chord with the audience. Excellent Job!"

Georgia Foley
Specialty Tools & Fasteners Distributors
Association

"I'll bet I had 15 people come up to me and express appreciation for what you shared."

Harry Norris
National Confectioners Logistics Council

About your presenter...

Bob Wendover has been researching and writing about workforce transition issues for more than 25 years. He is the award-winning author of *Smart Hiring, Recruiting for High Performance, Business-to-Business Selling and the Emerging Generations, Crossing the Generational Divide, Two Minute Motivation, and Figure It Out!*, among other publications. He appears regularly in national and local media and has conducted more than 1500 seminars and workshops. But he's no "sage on the stage." He was conducting interactive keynotes way before the term was coined. That's the type of session at which Bob has become a master. He's spoken everywhere from the towers of Wall Street to the outback of Alaska. He will entertain you. He will inform you. But most important, he will provide tailored solutions that are easy to implement.



Bob Wendover

Clients Include

- Alegent Health
- American College of Healthcare Executives
- Association for Manufacturing Technology
- Chevron USA
- Children's Hospital Association
- Citigroup
- CITGO
- Colorado Rockies Baseball Club
- Construction Users Roundtable
- Dairy Queen
- Dematic
- Deutsche Bank, NA
- Energy Generation Conference
- FASTSIGNS
- First Trust Corporation
- IBM
- Idaho Power Company
- IGA -Supervalu
- Intel Corporation
- Kaiser Permanente
- KPMG
- Major League Baseball
- McLane
- Mighty Auto Parts
- Otter Tail Power Company
- Parker Hannifin
- Providence Health
- Salt River Project
- Sartorius
- Shell Oil
- State Farm Mutual Insurance
- Super 8 Motels
- University of Industrial Distribution
- Westar Energy
- And numerous associations, government agencies and educational institutions.