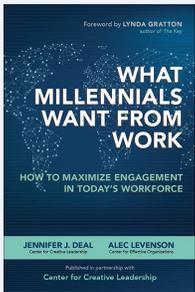


# Strategies to Maximize Millennial Engagement in Today's Workforce

CEO Custom Program

## Background



**Millennials** have been burdened with a reputation as spoiled, lazy, and entitled, but the reality behind the stereotype is far richer and more complex. Who are Millennials, what do they really want and how can HR adapt to this increasingly influential generation?

In his latest book, *What Millennials Want From Work*, Alec Levenson and his co-author Jennifer Deal set the record straight on what the Millennials really want from work. There is a lot of hyperbole out there, and a lot of stereotypes that don't fully hold up. The book is based on research that takes a global view of Millennials using consistent data that allows apples-to-apples comparisons of people around the world. It's a very large global sample: over 25,000 Millennials and more than 29,000 older employees from 22 countries.

## Creating this custom program

As part of the book release, we would like to offer you the opportunity to bring this program internal to your organization. The program will feature Alec Levenson and Jay Conger.

This program is unique in that it features insights into the rise of the Millennial workforce. Recommendations will be provided for both managers and coworkers of Millennials on how to best engage the new generation. Emphasis is on practical, reasonable things that will benefit both the Millennials and the organizations where they work. There are real improvements that need to be made, but they do not require turning organizational authority upside down or restructuring work in ways that make it fundamentally harder to serve your customers or make money. If you follow the advice from the program, you should see both employee engagement and business results improve.

We will partner with you to custom build an education program that will help target and meet your HR team's specific developmental needs and goals. **Remember, the more solutions you can find that work for both employees of all generations and for the organization, the better off everyone will be ... including you!**

## CEO's 3-Step Custom Program Creation Process

**DESIGN:** All custom programs begin with an initial conversation. We will help you turn an idea into a content driven program with deliverable results.

**DEVELOP:** Work with CEO faculty and facilitators to customize the program content. From organization specific case studies to surveys and data collection, our team will work with you to tailor learning experience for your organization.

**DELIVER:** We will deliver when and where you request.

## Featured speakers



Jay Conger is a senior research scientist at the Center for Effective Organizations at the Marshall School of Business at the University of Southern California. He is recognized throughout the world as an expert on leadership, training and development of leaders and managers, organizational change, and boards of directors.



Alec Levenson is a senior research scientist at the Center for Effective Organizations at the Marshall School of Business at the University of Southern California. His research focuses on the economics of human resources and organization design; HR and human capital metrics, analytics, and return on investment; and global and emerging market talent strategies.

## To learn more, contact

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