



Talent Attraction: Generational Changes and Trends in the Workplace

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What is your biggest talent challenge?

Employer Branding

How are we doing?

What can I do to improve our reputation as an employer/community?

Recruiting Tips and Ideas

One thing that I appreciate about younger generations is...

Technology we *do* have or other resources I can better leverage:

Values/projects/great news to highlight:

Retaining Great Employees

I can help employees align their personal desire for a purpose with the community's goals by...

I can show appreciation/recognition at work by...

One thing I learned today that I will actively work on:

Books to Read:

Flex Your Communication by Terra L. Fletcher

5 Languages of Appreciation in the Workplace by Gary Chapman and Paul White

Generations Inc. by Meagan and Larry Johnson

The Gen Z Effect by Thomas Koulopoulos and Dan Keldsen

Made to Stick by Chip Heath and Dan Heath

*Buy "Flex Your Communication" now at www.amazon.com/author/terrafletcher