

eMedia Advisory & Interview Opportunity

New Generation Gap Keeping Local HR Professionals Awake at Night

Generational experts from n-gen People Performance Inc. and Workopolis offer tips for managing the multigenerational workforce

Halifax, February 26 - For the first time since the Industrial Revolution employers are finding themselves face-to-face with up to four very different age groups: Traditionalists, Baby Boomers, Gen Xers and Gen Ys. Forty-eight per cent of local Halifax-area HR professionals report that helping managers engage and motivate all four generations is their greatest challenge in managing a multigenerational workforce.

n-gen People Performance Inc is a leading performance consulting company that helps client build integrated HR strategies that tap into the values, expectations and behaviours of a multigenerational workforce. Its clients include Xerox Canada, Home Depot, Kraft Canada, BMO, Petro Canada and various federal and provincial agencies.

WHAT: Managing Partner, Giselle Kovary and co-author of the book *Loyalty Unplugged: Get, Keep & Grow All Four Generations* and will be offering tips on how to:

- Maintain and grow human capital by layering on a generational perspective
- Respond to different generational behaviours including loyalty and work styles
- Recruit, retain and manage Gen X and Gen Y employees

Patrick Sullivan, President of Workopolis, will be also providing local market insight and discuss how generational changes relate to recruitment strategies.

WHO: **Giselle Kovary**, co-founder of n-gen People Performance Inc.

Patrick Sullivan, President of Workopolis

The discussion will be moderated by Bruce Sellery, host of BNN's *Workopolis tv*

WHEN: Monday, March 6, 2008
Remarks begin at 8:15 a.m.
* Note: Spokespeople are available at alternate times for interviews if you are unable to attend.

WHERE: The World Trade and Convention Centre, Suites 301-302
1800 Argyle Street, Halifax

For additional information or to book an interview, please contact:

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