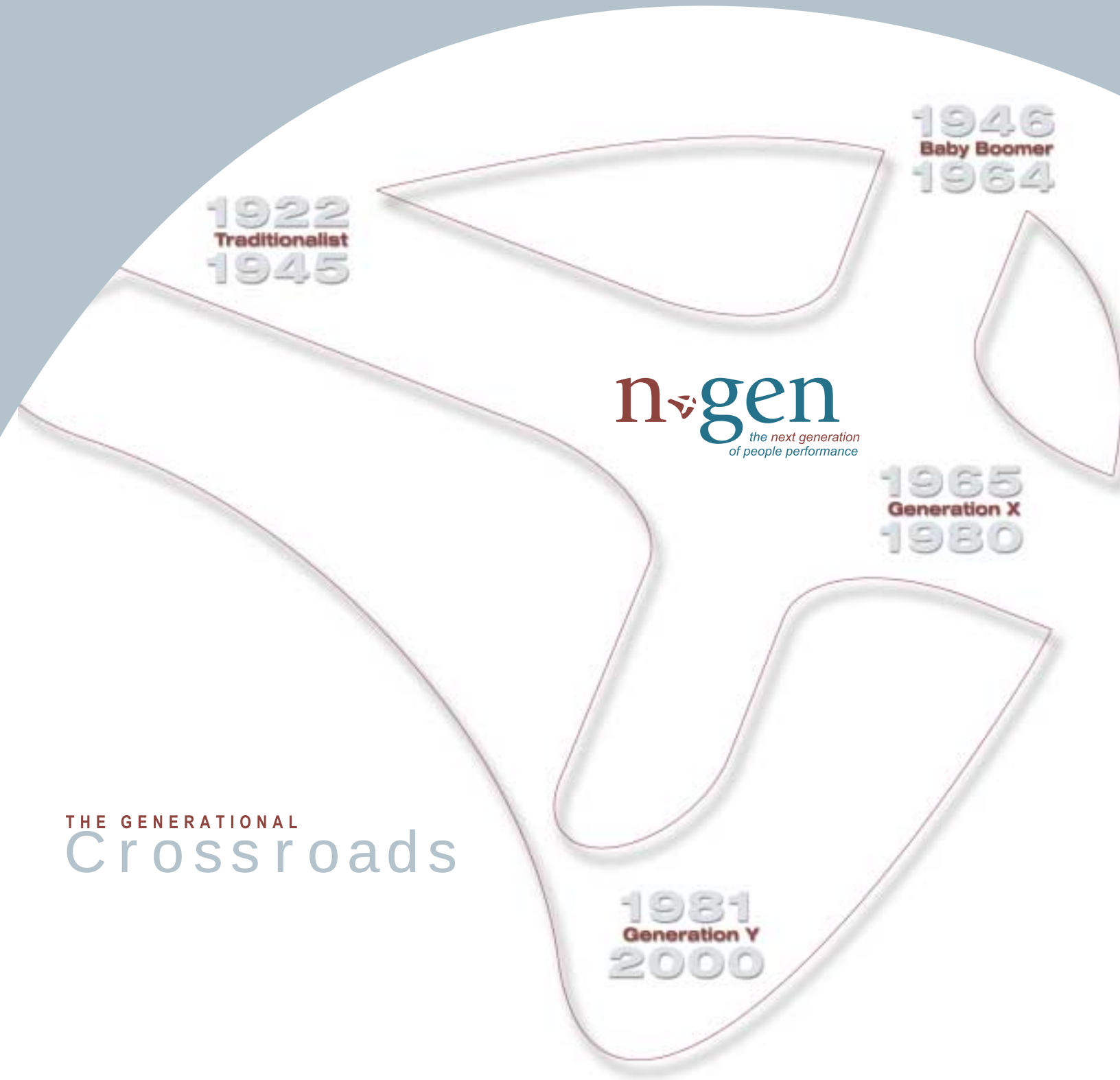
Four Generations Four Approaches to Work

Performance Solutions for Today and Tomorrow



THE GENERATIONAL

Crossroads

Life-defining social and economic events shape every generation, through a shared coming of age experience. These events bond people together into generational cohorts with unique generational identities. Each cohort possesses different values, characteristics and skills based on its experiences of events.

The Baby Boomers' optimism was shaped by strong economic growth, material wealth and stable families during the 1950's and 1960's, while Generation Xers' skepticism and lack of trust was influenced by corporate leadership that eliminated the promise of job security and unprecedented levels of divorce that caused a breakdown in the family unit.

Each generation has unique strengths. Traditionalists are known for their structure, organizational skills and loyalty. Baby Boomers have redefined the meaning of teamwork by building strong work relationships and cultivating collaborative teams. Gen Xers are skilled at multi-tasking and maximizing technology, while Gen Ys navigate effortlessly in a global environment where information flows without borders.

Your business performance depends on your ability to capitalize on a multi-generational workforce by harmonizing work flow processes and approaches to work to achieve greater team performance.

FOUR GENERATIONS – FOUR APPROACHES TO WORK

Today's workforce is comprised of four cohorts – Traditionalists, Baby Boomers, Gen X and Gen Y. The different values, characteristics and skills that each cohort possesses travel with them into the workplace. These differences impact workplace performance by influencing expectations, motivation, team collaboration and approaches to work. When a Traditionalist's approach to work based on respect for authority and a directive management style meets a Gen Xer's relaxed attitude toward authority and informal approach, conflicts erupt between team members.

Productivity is decreased when more time is spent resolving communication issues and workflow processes then focusing on project goals. Dysfunctional teams are at risk of losing project focus, exceeding budgets and missing critical deadlines. n-gen **works with you to create high performing multi-generational teams by improving communication, collaboration and synergies in work flow processes.**

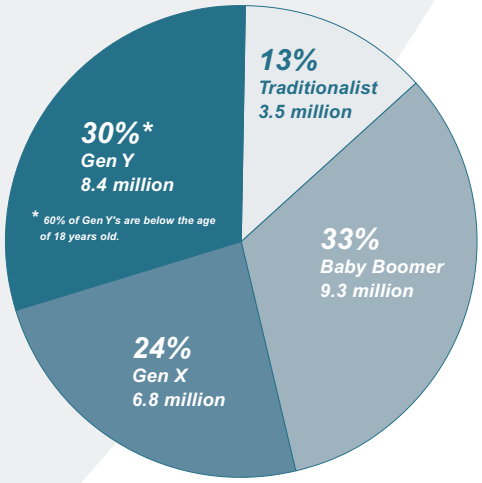
Traditional people performance solutions have overlooked the impact generational differences have on workplace performance. n-gen designs and implements winning performance solutions by tackling the root causes of people performance issues from a generational perspective.

THE SHRINKING LABOUR POOL – WINNING THE BATTLE FOR TOP TALENT

It's a numbers game. In the next five to seven years, more than six million jobs will become vacant across North America as Traditionalists and Baby Boomers retire. With only two-thirds as many Gen X employees as there are Baby Boomers, organizations regardless of size or industry will be competing for each and every employee. **Your competitive advantage lies in your ability to attract, retain, manage and succession plan the best and brightest from all four generations in order to the win the battle for top talent.** If you fail to be a best-in-class employer, top talent will join your competition.

AGING WORKFORCE

Percentage of Workforce Eligible by Age



SOLUTIONS FOR TODAY AND TOMORROW

n-gen offers generational training and performance consulting services in the areas of:

- **Attraction & Orientation**
  - *Recruitment strategies for all four generations*
- **Retention**
  - *Tactics to retain high performers*
- **Talent Management & Succession Planning**
  - *Management techniques for a multi-generational workforce*
- **Knowledge Management**
  - *Strategies for knowledge transfer from experienced to younger workers*
- **Organizational Assessment & Design**
  - *Qualitative and quantitative assessment tools*

We promise to partner with you to build long-term success by providing strategies, tools and processes that ensure you improve the performance of your people, win the battle for top talent and grow your competitive advantage.

We build solutions that:

- Attract, retain, manage and succession plan top talent in each generation.
- Increase your organizational performance by harmonizing work flow processes across generations.
- Increase the employee adoption rate of existing corporate programs by aligning them to generational identities.

n-gen's expertise in managing multi-national, cross-functional projects for clients across North America, Europe and Asia, guarantees projects are strategically designed and delivered flawlessly.

Please contact us for an executive briefing on The Top Five Obstacles to Strategically Leading a Multi-Generational Workforce

Innovation and flexibility in responding to the labour force challenge of the twenty-first century will be a key source of future competitive advantage, for both individual employers and for countries.

– British North America Committee, 2001

The shortage of labour as the baby boomers move into retirement will create a need for organizations to develop the strongest learning environments and the most satisfying working conditions to attract and retain quality employees.

– HR Professional Magazine, 2003

According to Business Week, in the next few years, 21 percent of top management and 24 percent of middle management positions across all functions, regions and industries will become vacant.

– Training Magazine, 2003

LIEVE THEIR PEOPLE EQUAL COMPETITIVE ADVANTAGE AND ARE READY TO LIVE IT!

n-gen
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of people performance

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n-gen brings to the marketplace a new approach to performance improvement; one that harnesses the power of each generation, while managing the differences, to achieve outstanding performance results.



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416 362-7564

or visit our website at

www.ngenperformance.com