



Active 08

Attracting & Retaining Employees in 2008

Thursday 27 November 2008

Presented by Mark McCrindle

AttractingRetaining



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EVP Strategy: Top 5 Attraction/Retention factors:

1. Work/Life Balance (Flexibility)
2. Workplace Culture (Community)
3. Management Style (Accessibility)
4. Job Content (Variety)
5. Training (Employability)

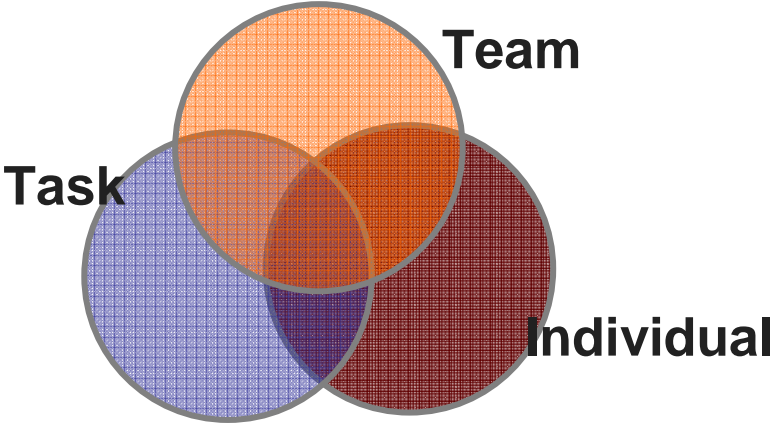
Source: McCrindle Research New Generations at Work 2008

RewardingMotivating

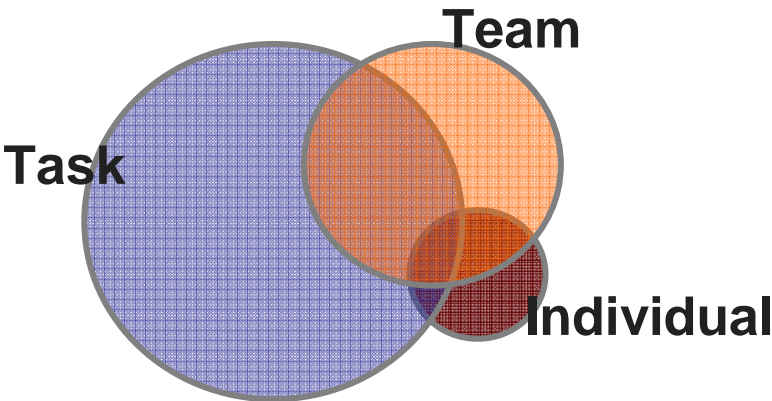


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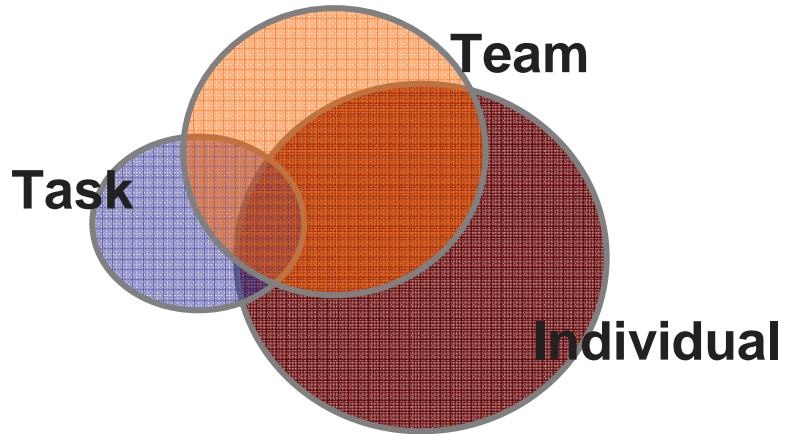
Motivating Staff – Ensuring a balanced strategy



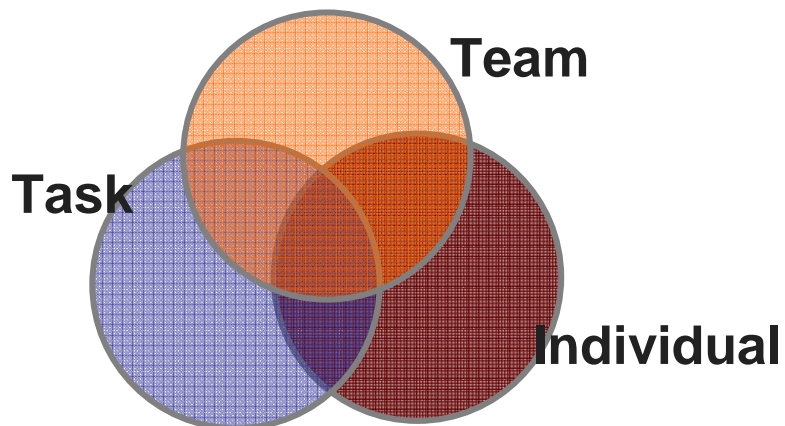
Employers' Perspective – Avoiding the imbalance



Employees' Perspective – Avoiding the imbalance



Motivating Staff – Ensuring a balanced strategy



LeadingManaging



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NewLeadership - Leadership not Management

Meaning	➔	Mission	(Why)
Team	➔	Task	(What)
Relational	➔	Positional	(How)

TrainingCommunicating



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Engaging with post-literate learners

TRAINING

Engaging with post-literate learners



Engaging with post-literate learners



Training - What works best today

	20th Century (Boomers & Xers)	Today (Generations Y & Z)
Who		
How		
What		
Where		

Training - What works best today

	20th Century (Boomers & Xers)	Today (Generations Y & Z)
Who	Trainer Learned	Facilitator Learner
How		
What		
Where		

Training - What works best today

	20th Century (Boomers & Xers)	Today (Generations Y & Z)
Who	Trainer Learned	Facilitator Learner
How	Provable Verbal	Observable Visual
What		
Where		

Training - What works best today

	20th Century (Boomers & Xers)	Today (Generations Y & Z)
Who	Trainer Learned	Facilitator Learner
How	Provable Verbal	Observable Visual
What	Passive Long term needs	Participative Short term demands
Where		

Training - What works best today

	20th Century (Boomers & Xers)	Today (Generations Y & Z)
Who	Trainer Learned	Facilitator Learner
How	Provable Verbal	Observable Visual
What	Passive Long term needs	Participative Short term demands
Where	Structured Classroom style	Spontaneous Café style

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