

# Bridging The Generation Divide

Have you heard about Generation Y and the different way these young people view the world of work? Young people today have work place values and expectations that are challenging employers across all industries. At the same time, youth employees have a tremendous wealth of skills and abilities to contribute to the labour market and therefore have the ability to be very valuable employees.

**Bridging the Generation Divide** is training that provides employers with a new set of strategies they can use to entice, attract, engage, retain and most importantly, understand the youth they are hiring.

If you are having trouble finding and keeping youth employees, have concerns about the work ethic, workplace behaviours, and skills of youth today, or you are looking for hands-on tactics to attract and retain young employees, then this training session will offer valuable practical knowledge for you.

**Bridging the Generation Divide** training consists of these comprehensive workshops:

## Gen Y: Who Are They?

Gain an understanding of who these youth are and why understanding them is critical to bottom line of any business

## Gen Y: How To Hook 'Em!

Learn to evaluate and rethink perceptions of Generation Y and gain strategies and tactics to get, attract and recruit Gen Y employees to the workplace

## Gen Y: Getting Buy-In!

Offers structures and approaches to develop, engage and retain Gen Y employees and reviews best practices other employers are using to promote buy-in and loyalty from this group

## Leigha Horsfield



For nearly a decade, Leigha Horsfield has been working with young people helping them achieve their career, educational and employment goals. Through her work with youth, she has gained a unique perspective on how they operate in the world, what is important to them, how they “work”, and what truly engages this generation. At the same time, she has been extensively involved in assisting employers and not-for-profit organizations with the challenges of understanding and connecting with youth.

Leigha has worked in the school district, with municipalities, and for community economic development organizations. During her career she has encountered thousands of young people, ranging from “at-risk” street youth to top academic achievers. Leigha has also developed business enhancement plans, designed new workplace strategies, and consulted with hundreds of employers.

An energetic and passionate speaker, Leigha has effectively presented her knowledge and experiences to both very large and very small groups. She has facilitated community forums, provided countless community and employer workshops, trained trainers, and delivered engaging presentations at conferences. Audiences have appreciated the high energy Leigha brings and the practical strategies presented. Leigha is the Training Director for the Vernon Chapter of Junior Chamber International and is a Certified Facilitator of the 2010 Olympic Procurement Workshops.

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## Training Workshop

This comprehensive training includes six hours of instruction or approximately two hours for each workshop listed below. The training outline includes:

### Generation Y: Who Are They?

Provides a detailed understanding of who these youth are and why this understanding is critical to the bottom line of any business. Topics include:

- Generational Clarification – The Others
- Generation Y – Who Are These People?
- Explaining the Assumptions about Gen Y
- Why Do They Behave in the Workplace the Way They Do?
- Challenges for Today's Employers - Affecting the Business Bottom Line

### Generation Y: How To Hook 'Em!

Assists employers to evaluate and rethink perceptions of Generation Y and provides strategies and tactics to attract and recruit Gen Y employees to the workplace. Topics include:

- How Gen Y Friendly Are You?
- Attracting and Hiring Generation Y Employees
- Okay, I've Found Them, Now What?
- How NOT to Manage Generation Y
- Core Competencies for Managers of Gen Y Employees

### Generation Y: Getting Buy-In!

Offers structures and approaches to develop, engage and retain Generation Y employees and reviews best practices other employers are using to promote buy-in and loyalty from their Gen Y employees. Topics include:

- What do Gen Y Want in a Workplace
- How to Get Generation Y to Engage in the Workplace
- Now That I Have Them, How Do I Keep Them?
- Developing Your Generation Y Employee
- Best Human Resource Practices of Top Employers

The target audience for this training is employers, employment services providers, economic development organizations and other interested community groups. **Bridging the Generation Divide** can also be offered as a "Train the Trainer" workshop for organizations interested in developing workshop facilitators.

For more information and pricing please contact us at:

Community Futures - Sun Country

250-453-9165 or 250-453-9500

Workshop Location: Cache Creek Community Hall

