EMPOWER

nwIRC
Driving Impact for Manufacturers

Generational Diversity as a Competitive Advantage

April 12, 2022 | 9:00am-11:00am

Hampton Inn, 4 Holiday Blvd, Mercer PA

The aging workforce has long been a topic in HR/management circles. People are living longer, and more and more people are working into their later years. The plant floor and administration offices alike generally see significantly more mixed groups of Baby Boomers, Gen Xers, Millennials and those from Generation Z working together. But collaboration can be difficult at times. And communication can be difficult at times as well. In fact, Generation Z is different from Millennials. Every new generation seeks to make adjustments for the decisions or traits the previous generation has gotten wrong. And every older generation thinks the youngest generations are going to destroy life as we know it!

In reality, we all grow up in a different world–one that is based on the behaviors, attitudes and beliefs that surround a common place in time. What makes generational diversity so interesting is that no matter what generation you belong to, often the desire is simply, "How can I just make them act more reasonable, like ME?!" This topic looks at how every company can start winning the war for qualified people if they just learn the keys to each generation and how that can truly become a competitive edge for hiring, performance and profitability of your company!

- Understanding the impact of different behaviors, attitudes and motivators of each generation
- Keys to developing empathy and gains in productivity as a result
- Identifying unconscious bias and its effect on team members

Instructor: Susan Hileman, Founder, Red Day Communications

Susan Hileman, Founder of Red Day Communications. has spent more than 25 years serving manufacturing; the last 15 years as a Strategic Business Advisor for the NWIRC. She is a graduate of Clarion University with degrees in Business Management and Speech Communication, a certified John Maxwell Group Team member, and trained in DISC Behavioral Profiling. Susan is a veteran of the U.S. Air Force.

Cost - $149

Early-bird discount available

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For more information or to register: www.nwirc.org/events
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