

Winning the Millennial Talent War



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The Millennial Talent War

- At 1B globally, Millennials will influence every industry, technology, workplace culture and lifestyle issue for the next 50 years
- Millennial employee retention averages 18-24 months. Hiring, training and attrition is costing millions
- GenX (40-55) is 50% smaller than Millennials – the generation they must lead and mentor. However, GenX will soon be bypassed by Millennials who expect management positions quickly.

Winning the Millennial Talent War

Designed for HR, IT, Operations, Talent Acquisition, Engineering, Organizational Development, Marketing and Social Media managers regarding what it takes to attract and keep Millennials. This interactive, day-long course results in functional action plans including:

- **Talent Gap Analysis:** Quantification of current workforce, future talent needs, what's missing, downstream consequences and what Gen X will need to lead
- **The Millennials:** Who they are, what they value, how they communicate and differences from Gen X and Baby Boomers
- **Millennial Employees:** What Millennials want in a career (and don't), career perceptions, their skills, talents, culture and skill gaps and why a Millennial culture is critical
- **\$1.5M to Replace 3 Employees:** Calculating the costs of executive retirement, the war for Gen X talent and the 3X attrition of Millennials
- **Attracting Millennial Talent:** 7 "Must-Do" actions in 2020 to attract the best and brightest including Employer Value Proposition, Social Media and visual storytelling and manager engagement
- **Retaining Millennial Talent:** Building a Millennial Culture that Millennials want to work in, can bring their whole self to and be skilled to lead



Janet Kieffer
INFLUENCE

Janet Kieffer has more than 25 years of consulting experience with leading companies in the Power, Engineering and Infrastructure industries. An executive strategist with a keen ability to distinguish emerging issues and downstream consequences, Janet identified the economic, cultural and workplace challenges the Millennial generation would present to companies as the largest global generation.

Her insights have been sought after by Electric Utility Consulting Inc. (EUCI), the American Public Power Association (APPA), Energy1 | Petro1 Asia and companies such as Petronas Energy, Schneider Electric, Centrica, Black & Veatch and others. Janet has authored two IEEE patents and has contributed more than 35 articles to industry publications. She holds a MA in Marketing with a specialization in Growth Strategy from the University of California, Berkeley.
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