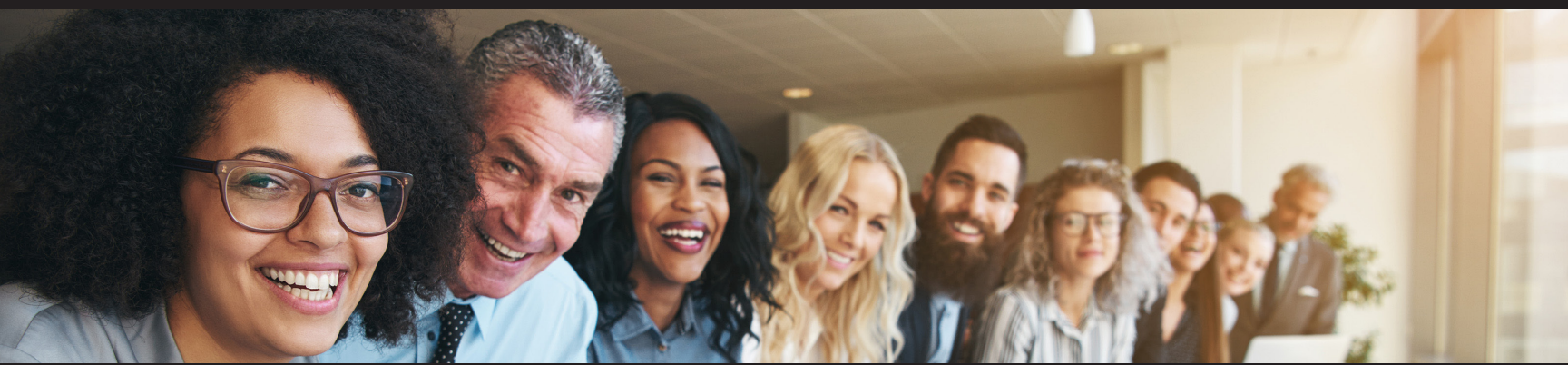




# Protect The Future of Your Business



## Strategies for Recruiting and Retaining the Next Generation Workforce

Drive anywhere in the metro area and you'll notice "Help Wanted", "We're Hiring", and "Apply Now!" signs plastered on billboards, windows, and buildings everywhere you look. A major impediment to growth is being unable to staff the organization to deliver the proverbial goods.

The number of job openings in today's market combined with the lack of available labor supply means that existing workers have the freedom to hop from job to job, leaving managers and leaders scratching their heads and asking, "If we finally get these workers in the door, what can we do differently to keep them from walking out?"

This presentation will unpack what employers can do now and in the near future to recruit top young talent, retain them, and engage them day-to-day. This presentation will provide owners, managers, and leaders:

- Insight into how every generation shows up at work & why
- Practical solutions to more effectively attract next generation talent to their organization, and
- Specific tactics you can use to adapt your communication style to better connect with younger generations



**PHIL GWOKÉ - BridgeWorks**

Phil is known as the motivator and the historian. As an internationally recognized speaker, Phil has shared his wisdom and inspired audiences in 40 different states and 4 continents to over 100,000 people. Phil has become a fast favorite with audiences around the country.

### WHO

This event is for CEO's and Business Owners

### WHEN

Thursday, November 29th, 2018

From 1:30 p.m. - 6:00 p.m.

1:30 - 2:00 p.m. Registration & Exhibiting

2:00 - 4:00 p.m. Presentation and Q&A

4:00 - 6:00 p.m. Complimentary Hors d'oeuvres  
Networking & Happy Hour Social

### WHERE

Sheraton Minneapolis West Hotel  
12201 Ridgedale Drive  
Minnetonka, MN 55305

### REGISTRATION

Advance registration and payment required  
online at [WWW.ALLIEDEXECUTIVES.COM](http://WWW.ALLIEDEXECUTIVES.COM)  
Allied Executives Members - FREE  
Non-members - \$65

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