

# Welcome



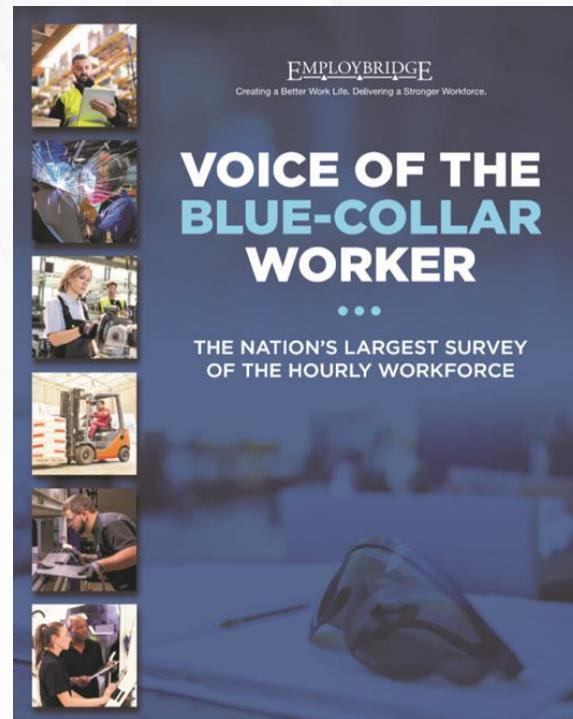
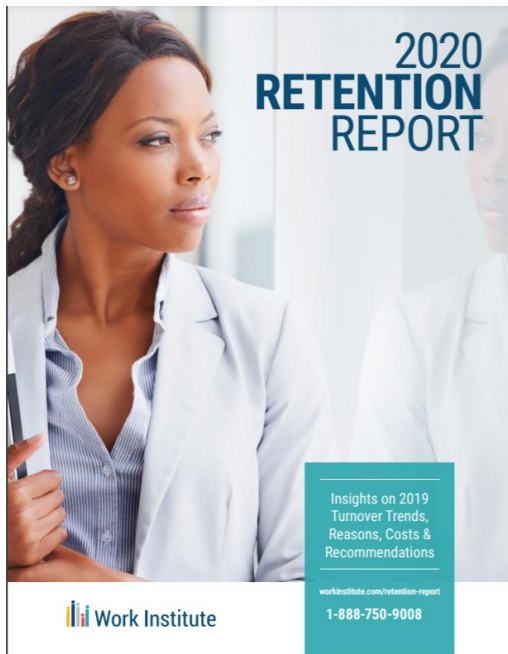
## **Denise Ball**

Regional Client Executive & Workforce Development Specialist

# Goal...



## Be the Employer of Choice




















## Top Categories of Reasons People Left Jobs

- Career Development
- Work-Life Balance
- Manager Behavior
- Job
- Health & Family\*



# Generations

| Formative Experiences                      | <b>Maturists (pre-1945)</b><br>Wartime rationing<br>Rock'n'roll<br>Nuclear families<br>Defined gender roles - particularly for women<br> | <b>Baby Boomers (1945-1960)</b><br>Cold War<br>"Swinging Sixties"<br>Moon landings<br>Youth culture<br>Woodstock<br>Family-oriented<br> | <b>Generation X (1961-1980)</b><br>Fall of Berlin Wall<br>Live Aid<br>Reagan/Gorbachev<br>Early mobile technology<br>Divorce rate rises<br> | <b>Millennials (1981-1995)</b><br>9/11 terrorist attacks<br>Social media<br>Invasion of Iraq<br>Reality TV<br>Google Earth<br> | <b>Generation Z (Born after 1995)</b><br>Economic downturn<br>Global warming<br>Mobile devices<br>Cloud computing<br>Wiki-leaks<br> |
|--|---|--|--|---|--|
| Attitude toward career                     | Jobs for life   | Organizational - careers are defined by employees  | "Portfolio" careers - loyal to profession but not to employer  | Digital entrepreneurs - work "with" organizations   | Multitaskers - will move seamlessly between organizations and "pop-up" businesses  |
| Signature product                          | Automobile<br>   | Television<br>  | Personal computer<br>  | Tablet/smartphone<br>  | Virtual reality (VR)<br>  |
| Communication media                        | Formal Letter<br>  | Telephone<br>   | Email<br>  | Text Message<br>   | Social Media<br>  |
| Preference when making financial decisions | Face-to-face meetings   | Face-to-face ideally but increasingly will go online   | Online - would prefer face-to-face if time permitting  | Face-to-face  | Solutions will be digitally crowd-sourced  |

# Recent Trends in Attraction

- Social Media ads-Geofencing
- Visibility in Education
- Community Involvement
- Eye-Catching Signs
- SWAG Boxes
- Tours/Bathrooms



# Branding...

- Tell your story...everywhere and to everyone
- Website
- Reputation
- Business Cards
- Billboards



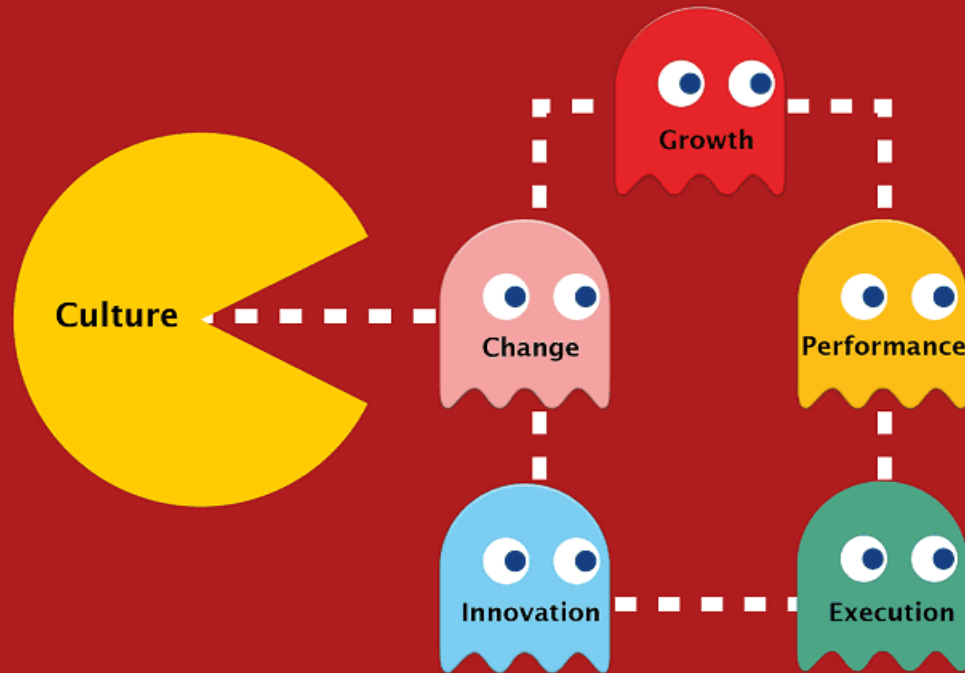
glassdoor®

# Charlie





## Organizational culture eats strategy for breakfast, lunch and dinner



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# Thank you!

Please connect with me via LinkedIn or at [denise.ball@toolingu.com](mailto:denise.ball@toolingu.com) to continue the conversation.

A man wearing a VR headset is standing in a laboratory or industrial setting. He is interacting with a large, glowing, spherical digital interface that displays various data points and patterns. The interface is composed of many small, colorful dots and lines, creating a complex, multi-layered structure. The man is wearing a light blue shirt and is looking down at the interface. In the background, there is a large piece of industrial machinery, possibly a CNC machine, with a control panel and a yellow warning label. To the left, there is a microscope on a stand. The overall scene suggests a high-tech, futuristic environment where virtual reality is used for data analysis or simulation.

# Questions