



**LIVE BROADCAST
FROM THE 2005 SGA MANAGEMENT CONFERENCE
NEW ORLEANS, LA**

**Tuesday, April 12th, 2005
10:15 – 11:40 AM CT/ 11:15 AM – 12:40 PM ET/ 9:15 – 10:40 AM PT**

“MANAGING AND MOTIVATING THE NEW GENERATION OF EMPLOYEES”



FEATURING CAM MARSTON

Cam Marston has spent the last 10 years studying workforce dynamics, with a keen focus on how generational biases play out from the stock room to the boardroom. One of a handful of experts dedicated to conquering the generational divide, Cam has shared his insight with hundreds of organizations eager to make sense of the changing business landscape.

TARGET AUDIENCE: All leaders, managers, and supervisors

PROGRAM OVERVIEW:

Good talent is hard to find. And even harder to keep. With company loyalty increasingly considered a comedic punch line rather than a standard employee trait, knowing how to identify, attract, manage, and retain the very best talent may seem impossible. Generational DNA plays a huge role in the changing workforce dynamic. Understanding it unlocks the secret to selecting the right candidates, managing, motivating, and encouraging employee loyalty – all essential to business survival.

The four generations in the workplace - Matures, Boomers, Xers, and Millennials bring to the office their own distinct biases about loyalty, leadership, time, and productivity. **Cam Marston** has studied these biases and their effects on managing and motivating good employees. In this presentation, he shares this insight and provides specific examples of how you can create an environment that attracts the best talent and fosters, rather than deters, employee loyalty.

AT THE CLOSE OF THIS PRESENTATION, YOU WILL HAVE SOLID STRATEGIES FOR:

- Meeting the long and short term goals of each generation
- Understanding the motivating factors for each employee
- Becoming the leader your employees want to serve

**To register for this live satellite broadcast, contact:
Nadine Fred, 972-620-4015 or nfred@ctn-energy.org
If your company is already a subscriber, you do not need to register with CTN.**