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**CTN LIVE BROADCAST**

**Thursday, February 16, 2006**

**9:30-11:00 AM CT / 10:30-12:00 AM ET/ 8:30-10:00 AM MT**

## **“STRATEGIES FOR LEADING THE NEXT GENERATION OF WORKERS”**



### **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:**

The new emerging workforce will lead significant change in the workplace. The job market in most industrialized nations is begging for workers, and Generation X and Y employees have opportunities never seen before. Hear how you can thrive in the new marketplace.

Cam Marston will review the material from the successful CTN Program in 2005 “Managing and Motivating the New Generation of Employees” and give us some actions needed to “Motivate the New Generation of Workers: The Next Step”.

**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 boss your employees want to serve

**CTN would like to thank PIEDMONT for sponsoring this program.**

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