



***RACC's Schmidt Training and Technology Center
and Nimble Leader are teaming to deliver a***

Millenniology Workshop

Build your strategy to win in the war for talent

Thursday August 9, 2018 from 8:00am – 4:30pm

At the Schmidt Training and Technology Center - RACC Campus, Room T118
15 South Front Street, Reading PA 19601 – Free Parking in Adjacent Garage

Millennials are reinventing the rules of business. Build a talent blueprint to attract and engage them within your culture. Create a strategic advantage by activating them to rock your competition.

What makes them want to work for you? Are you ready to fully activate their advantage, or will you be left behind? This Workshop explores the actions you can take to ATTRACT, ENGAGE and RETAIN Millennial talent.

NIMBLE LEADER
Strategy – Resonance – Results™

ATTRACT

- Creating your culture narrative to tell your complete story
- Your EVP (Employee Value Proposition) and USP (Unique Selling Proposition)
- Interviewing for culture fit and total team involvement in the recruiting process

ENGAGE

- Leveraging learning and development (the #1 millennial must-have)
- Increasing communication velocity and frequency
- Rapid collaboration practices to tap creativity, energy and inclusion
- Direct leadership practices (where culture is won or lost) based on The Progress Principle

RETAIN

- Mentoring and reverse mentoring strategy, building a coaching-rich environment
- Stretch goals, pairing strategy, and special team assignments
- Reward and recognition strategy and tactics that match your EVP, conducting “Stay-interviews”

Registration Information – 610.607.6235 or 610.607.6231 to register with credit card*

To register on-line, see instruction at bottom of accompanying email.

Course: ZBUS 422 1118

Millenniology Workshop

*Visa, MasterCard or Discover

Cost: \$495 / person (includes Box Lunch, Refreshments and Course Materials)

Registration Deadline is August 2, 2018