

Webinar on

The Millennial Workforce: How Smart Companies Engage And Tap Their Entrepreneurial Energy

Learning Objectives

Define engagement and identify the three types of employees, Recognize the myths and the realities of the millennial workforce

Discover why millennials are great candidates for intrapreneurship

Review examples of intrapreneurship in large, medium and small size companies

Recognize the five elements of a company's culture that encourage innovation and intrapreneurship

Discover why the manager is the key to employee engagement, innovation, and retention

Review five management techniques that will lead to better communication and results with millennials

This webinar is to help small and large companies create an entrepreneurial culture to attract the best and the brightest talent and to help managers engage their millennial workers and tap into their innovative spirit.

PRESENTED BY:

Marcia Zidle is a board certified executive coach, business management consultant and keynote speaker, who works with organizations to leverage their leadership and human capital assets that result in higher performance and profitability. She brings an expertise in social and emotional intelligence; executive and team leadership; employee engagement and innovation; personal and organization change management.

On-Demand Webinar

Duration : 60 Minutes

Price: \$200

Webinar Description

“The future belongs to individuals and companies who embrace the entrepreneurial spirit, whether that is inside or outside a company. The fundamental question is what is going to have people get motivated and inspired to make their highest contribution? What is going to get them fired up to do what they came here to do?” From “The Rise of the Intrapreneur”, Fast Company. As a company grows it naturally becomes more bureaucratic. For employees who are highly motivated, resourceful, and self-reliant – especially the millennial generation - a bureaucratic environment can be stifling. This can result in your key talent moving on to greener pastures.

To prevent this brain drain, companies are creating a culture that allows for the innovative spirit within their existing business operations. They are also developing managers with an awareness of the similarities and differences between generations and how the various age groups prefer to be engaged. Smart companies are now stepping up their game with their managers and team leaders on how to attract, motivate and retain the Millennial generation. The focus of this webinar is to help small and large companies create an entrepreneurial culture to attract the best and the brightest talent and to help managers engage their millennial workers and tap into their innovative spirit.



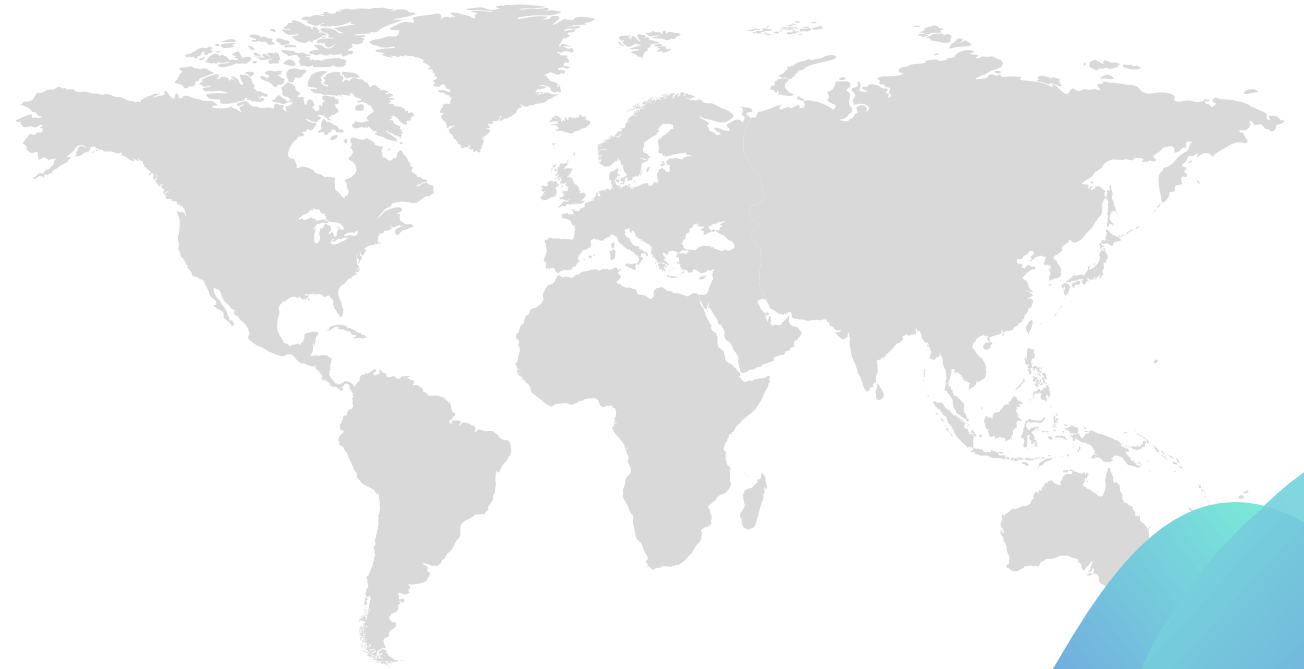
The Deloitte Millennial Survey released in January 2014 found that 70% of millennials see themselves working independently at some point rather than being employed within a traditional organizational structure. The study also pointed out that millennials will become 36% of the American workforce by next year and 46% by 2020. It also found that the top reason why millennials leave their companies after two years is that of a lack of career opportunities.

A big reason for that is that millennials want things companies aren't currently giving them: autonomy, create meaning and making an impact. The answer to solving this engagement and retention problem is intrapreneurship: a set of management practices that allow employees to work within a company in an entrepreneurial capacity focusing their energy and passion on creating new products and services; expanding your brand into different markets; or improving existing processes to be more customer friendly. Therefore, if all managers, especially those who have or will have supervisory responsibilities, can better understand the millennials and how to engage them, they would then be better able to harness their talents and enthusiasm to help their company be more innovative and more competitive.



Who Should Attend ?

CEO's, COO's, VP of Human Resources, Chief Learning Officer, Directors, Project Managers, Operation Managers and Supervisors, Team Leaders, Staff Managers, and Supervisors.



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