



## **Company: AT&T Government Solutions**

### **The Project: Leadership Consulting**

*Keywords: Leadership Training, Attraction, Retention, Sales Training*

#### **Overview:**

AT&T Inc. is the largest communications holding company in the United States and worldwide, by revenue. Operating globally under the AT&T brand, AT&T is recognized as the leading worldwide provider of IP-based communications services to businesses and the leading U.S. provider of wireless, high speed Internet access, local and long distance voice, and directory publishing and advertising services.

Government Solutions (GS), a branch of AT&T, provides communication solutions to government agencies. With a new Network Contract in hand, Government Solutions has a huge opportunity for tremendous growth. Corporate leadership saw a threat of increased turnover among their young professionals and the importance of knowledge transfer internally.

One GS response involved an industry specific, AT&T tailored presentation on the different ways each generation views the world and specific ways to increase communication/knowledge transfer among generations. They went to work on identifying key individuals essential to the long-term success of AT&T. Misti Burmeister was engaged to provide a workshop on intergenerational communication to the sales leadership team. Additionally, corporate leadership hand selected fifteen participants for one-on-one leadership coaching.

#### **Highlights:**

- ◆ Serving as an advisor, Misti provided vital information about the four generations active in today's marketplace: Silent, Boomers, Xers, Yers.
- ◆ Misti's input made one major point strikingly clear: Many young professionals are looking for structured career plans, thrive with consistent feedback and need skill development in specific areas.

**But many seasoned professionals assume young professionals see the workplace in the same way they do. Fortunately, young professionals come into the workplace with entirely different skill sets and ways of viewing business development.**

- ◆ Corporate leadership received information and research related to the targeted generations. They also received insights regarding key strategies to retain young professionals and increase communication/knowledge transfer among the generations.



- ◆ Integrating generational strategies with other key targeting mechanisms (Executive Coaching) put the GS team in significantly better position to retain their talent.

### **What they said...**

William Sapp, Sales Center VP, wrote the following:

"You were such an engaging facilitator at the Management Leadership Team Meeting I recently attended. Your 'incredible energy and disarming manner allowed many attending the session to open up and disclose their true feelings regarding how we could better improve relations with members outside our own age or race demographics..."

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