

To: Leadership Council Participants

9/16/08

SUBJECT: Great Read, From Boomers to Bloggers

Thanks to Karen Penn for informing me about this useful book that provides successful strategies for managing across the generations. This book presents a balanced approach to generational diversity in the workplace with practical advice. In particular, this book discusses how to unite the different generations of employees to bridge the generational gap by concentrating on a common mission.

Generation X (born 1965-1979) and Y (born 1980-1994) currently make up 52% of the workforce. This part of the workforce will become key for our recruitment in the years to come. Understanding their mindset will be key in managing and retaining them. For that matter we need to understand what motivates all of the different generations in order to be the company of choice from a recruiting and retention perspective. In so doing we will make a real difference in our company's long-term success and the professional lives of all our employees.

Enjoy,
Ken