



RAJ Associates Invites you to:

**Thinking Space for Business Leaders:
Motivation of the Multigenerational Workforce**

Corporate America is more diverse than ever with an unprecedented four generations of workers – Traditional, Baby Boomer, Gen X, and Gen Y (Millennial) – combining forces alongside one another. Each generation has its own values, goals, and communication approaches in the work setting, the dynamics of which affect productivity, recruitment, and retention. Such diversity creates a broad base of opinions and styles which, in turn, creates challenges to employers and business leaders in terms of optimizing productivity, protecting profits, and growing their business.

The goals of this interactive session are to:

- Define **motivation** and dispel biases/myths of the four generations;
- Explain and clarify each generation's different **intention**;
- Ascertain what **problems** this may cause;
- Bridge the **generational gap**; and
- Discuss ways to **attract** and **retain talent**.

Come join us as we help define and understand the benefits, challenges, and implications of today's diverse workforce – four generations working together.

When: Thursday January 22, 2008
7:30 a.m. – 10:00 a.m.

Where: Mid-America Club
200 E. Randolph Street, 80th Floor
Chicago, IL 60601

Includes: Continental Breakfast and Networking from 7:30 a.m. – 8:00 a.m.
Presentation and Group Interaction from 8:00 a.m. – 10:00 a.m.

Cost: \$65

For further information, please contact us at:

RAJ Associates
1000 Lake Shore Drive, Suite 1801
Chicago, IL 60611
Phone: (312) 943-0479
or email:
Robal Johnson – robal@rajassoc.com
David Miller – dave@rajassoc.com
Jonathan Eisler – jonathan@rajassoc.com