



Workforce Planning Board of Waterloo Wellington Dufferin

Making “Them” Work: MAXimizing Your Multi-Generational Workforce

For the first time, four separate generations are employed in the workplace - Traditionalists, Baby Boomers, Generation X and Generation Y. Companies have expressed some concerns over the abilities of these four generations to interact effectively, the expectations that each of these groups have of the workplace and how to recruit and retain younger workers.

On November 18, 2009, the Workforce Planning Board of Waterloo Wellington Dufferin held a conference to tackle the issue of the multi-generational workforce. This successful event presented information to interested companies around the workforce and discussed approaches to managing these groups. As part of the half-day conference, there was a panel discussion with two employers, a Generation Y worker and Carol Simpson, WPB’s Executive Director. This panel discussed younger worker expectations, strategies for managing workers, engaging younger workers and developing workplaces to incorporate all skill levels. The panel was followed by a presentation from Max Valiquette, an expert on youth culture and marketing. Max engaged the audience with his funny and informative presentation filled with real-life examples of the generations and their attitudes and valuable information on employer approaches to the issue.