

**Aging Services of Washington**  
*Advocates for its members in the advancement of innovation,  
quality and social responsibility in aging services.*

## GET A GRIP ON "GEN Y": How to Successfully Recruit, Manage, and Retain Our Next Generation of Young Professionals

Recorded Audio Conference



### Objectives

For over 2 decades, Veterans, Boomers and Gen X have been co-existing in the professional workforce with little disruption to their working dynamics. **Now, as the Millennial Generation (aka: Gen Y)** begins to graduate college, a new personality has entered the fray. And, along with them, come new demands and dynamics that have many employers and managers scratching their heads. **HR Depts. and Front-Line Managers Face New, Unique Challenges As Gen Y Enters the Workforce.** Companies are being forced to reinvigorate their recruiting strategies to reach and attract this generation, and front line managers are having to step up their game to successfully manage, motivate and retain their Millennial talent. A snap shot of what you will learn:

- How the Millennials came to be
- Who the Millennial Professionals really are
- What they are seeking in a work environment
- What they expect from a manager and leadership
- An overview of differences between Millennial, GenX, & Boomer Professionals
- Key Millennial traits all employers need to know
- Common challenges managers face with Millennial Professionals
- Hot buttons for **recruiting** Millennial Professionals
- Solid strategies for **managing** Millennial Professionals
- Sound solutions for **retaining** Millennial Professionals

**Smart companies know that the better they understand this new generation, the more successful they will be at finding and cultivating, their future leaders!**

### Who should participate?

Assisted Living,  
Nursing and Housing  
Managers, HR,  
Administrators,  
CCRC's, DNS

1.5 CEUs

### Guest Speaker

**Lisa Orrell** The Generation Relations Expert, and author of the popular book, *Millennials Incorporated*. She is an in-demand speaker hired by organizations, such as Paul Mitchell Systems, USC, Cisco, and Crowe Horwath LLC, Blue Cross/Blue Shield. Recently a guest on ABC and MSNBC.



**Fast**—No wasted time, get right to the subject matter  
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**Ideal for multiple listeners,**  
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\*\*\*Refunds will be made if notice is received 3 days prior to event (less a \$5 service charge).  
 Aging Services of Washington reserves the right to cancel any class that does not meet minimum registration.

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**Don't delay! Complete this form and fax to: (253) 964- 8876**

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