What Motivates Me?

How to lead and retain generations in the workplace

The Dilemma:

By 2024, 75 percent of the workforce will be Millennials and Gen Z. The best leaders are retaining more of their key, young talent by creating meaningful career discussions from day on and are helping younger workers understand their impact on the greater purpose of the organization.

The Research:

Based on Adrian Gostick and Chester Elton's bestselling book What Motivates Me, with the findings of an 850,000 person research study, and introducing their Primary Research Study of thousands of millennials, the authors identify practical methods to inspire today's young workers to increase levels of commitment, enhance feelings of inclusion, and speed the process of onboarding.

The Result:

In addition to learning how to help team members of all generations work together more effectively, leaders in this session will discover ways to reduce employee attrition by helping each employee understand their core motivators and sculpt the nature of their positions to better match those drivers. The truth is very few leaders know what is really motivating to their people or, even if they do, don't know how to apply that information to day-to-day work.

The Audience:

Designed for senior leaders, managers, and employee groups, the authors have presented "What Motivates Me?" to corporate audiences and associations worldwide. Some groups have participants complete the online Motivators Assessment before the session.