

*Join us for a Web Conference Workshop*

May 18, 2010  
10:00 – 11:15 AM (Pacific Time)

## **CAPITALIZING ON GENERATIONAL DIVERSITY**

*DISCOVER THE BOTTOM LINE IMPACT OF  
GENERATIONAL DIVERSITY IN OUR ORGANIZATIONS*

**Presented by: Kuest & Robinson, LLC**

Principals, Ronald D. Kuest and Lloyd Robinson have over 70 years of combined experience in business, executive administration, human resource consulting, conflict mediation and resolution services and leadership coaching.



Every organization today has the biggest opportunity to  
**Improve the return on the human capital they have invested  
in their enterprises---their employees.**

We all hear about intergenerational conflicts and the 'gaps' that exist and frustrate management. Generational diversity impacts everyone including your day-to-day operations and your bottom line. It is here to stay!

- ❖ **LEARN**, first hand why generational differences exist, and how you can harness the energy and value of generational diversity to your advantage.
- ❖ **GAIN** a distinct competitive advantage by better knowing the four separate generations that are represented in your workforce.
- ❖ **IDENTIFY** what motivates each generation and why it is essential that they work together in new and different ways.

***Quote from the Watson Wyatt 2009-2010 Communications ROI Study Report:***

Watson Wyatt's WorkUSA survey and our other Global WorkAttitudes studies have shown that engagement is a leading indicator of company performance. Highly engaged means horizontally throughout the age and skill levels as well as all sharing in the organization's values and focus.

***Intergenerational issues as it relates to values, methods of communication, and personal motivations and expectations are clearly at the heart of this study.***

Bottom line of the study, if in 2004 you had invested \$100 in the companies with highly effective communication, the value of your investment would have risen to \$130 by 2009. ***Highly engaged employees are good for the bottom line.***

**Our Web Conference Presenters:**



**Ron Kuest** has over 29 years experience helping employers deal with employees experiencing a personal crisis affecting work. Mr. Kuest is a leadership coach, facilitates workshops in Europe and the US on building vision, team building and performance based coaching for dealing with employees experiencing a personal crisis. Mr. Kuest has owned his own human resource consulting company for 29 years.



**Lloyd Robinson** is a certified mediator and experienced arbitrator. He is an accomplished executive with a law degree and strong background in business development as well as strategic direction and management. Lloyd has extensive experience working with large and small organizations in both the public and private arena and was CEO of a major employer in the Pacific Northwest.

***COST:    \$45 / 1 PERSON        \$125 / 3 OR MORE PERSONS***

For more information and to sign up for this valuable workshop, visit [www.wsqa.net](http://www.wsqa.net) or call 360-697-2444.