

The CEO Edge

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Embrace the needs of all generations to maximize success

To win the war for talent, it is critical to embrace the needs of your Generation X employees, those between 31 and 45 years old, and your under 31-year-old Generation Y employees. Getting great results is about managing the three key generation clashes: life balance, career planning and technology. Here are some tips:

- Focus on results and outcomes versus "putting in time" to accelerate business results.
- Develop an explicit life balance strategy for the organization, starting with the executive team and then cascading it throughout the company.
 - Mandate that all employees, including executives, actually use up their vacation time.
 - Set expectations among staff to adhere to more realistic working hours and minimize overtime in favour of non-work pursuits.
 - Introduce flexible work arrangements such as part-time job sharing and telecommuting.
- To improve morale, implement an integrated succession and career planning strategy that includes coaching, mentoring, job shadowing and the flexibility to move in and out of the company.
- Champion the creation of a social media strategy to enable the responsible use of new technologies, both personally and professionally, in the workplace.

[Read more...](#)

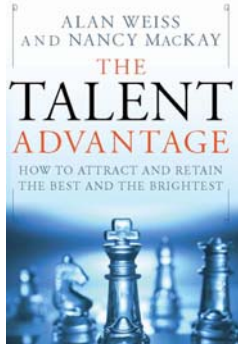
Related book:

[Retiring the Generation Gap: How Employees Young and Old Can Find Common Ground](#) by Jennifer J. Beal. This book takes the topic of generational differences in the workplace head-on. The author uses a solidly empirical, completely practical, and sometimes humorous approach to target, and often shoot holes in, the myths and stereotypes that exist in virtually all organizations. The insights will help any professional create a more collaborative and cohesive workplace.

Executive Forum News

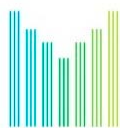
We're launching our **fifth Executive Forum** on May 6, 2010. If you are a CFO, COO, VP HR, Sales VP or other executive who wants to accelerate your development, you'll want to learn about the many benefits of belonging to a Executive Forum. Just [click here](#) or [contact Nancy](#).

The Talent Advantage is striking a chord



If you've read Nancy's latest book, you know it is full of practical advice and keen insight into maximizing the success of your organization.

Co-authored by Dr. Nancy MacKay and Dr. Alan Weiss, [The Talent Advantage: How to Attract and Retain the Best and the Brightest](#) is a must-read for all CEOs and senior executives.



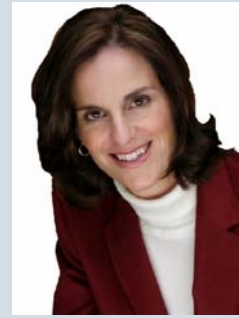
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What's new with Nancy



Nancy to speak on behalf of BC Children's Hospital Foundation

Nancy will be delivering the keynote speech at the BC Children's Hospital Foundation Employee Recognition Event in April, 2010

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