
AAR Senior Management Seminar Programme 2014

Inside the mind of Generation Y: redefining how we work together

Presenter: Jenny Williams, Executive Coach

WEDNESDAY 5TH NOVEMBER 2014

■ 9am to 1pm

Our programme of highly regarded seminars aims to pick up on key themes and areas of interest facing agency Managing Directors, CEO's, Partners and Principals.

A big discussion point this year has been around talent, not only in the overall shortfall in particular grades caused by a phase of underinvestment during the recession, but also additional stress caused by the arrival of Generation Y into the work force.

COURSE CONTENT

Generation Y are possibly the highest maintenance workforce ever. With their high expectations and apparent lack of loyalty, we are struggling to engage and keep them. When agencies were asked what are the biggest challenges they face, 45% said recruiting talent and 40% retaining talent. This is a young industry. Gen Y are probably the majority of the workforce. As a people business, when we have a crisis with people, we have a board issue not "just" an HR issue. This workshop is about what we, as senior leaders, can do about this.

We will explore what is going on in the mind of Gen Y and how we can attract them to the industry, develop them to their full potential and retain them for longer. We will look at what other industries are doing and what we can learn from them.

After all, they may be a challenge, or even some would say a nightmare, to manage but are they really just asking us to rethink how we work? Challenging us to say there has to be a better way to do this. Perhaps creating a more purposeful, flexible and productive work place has to be success for all generations.



BENEFITS

- A deeper understanding of Gen Y's mindset and needs from work
- A sharing of the challenges that the industry is facing with them
- Learning what is working well in other businesses to attract, develop and retain Gen Y
- An opportunity to share and co-create solutions to this talent crisis

WHO SHOULD ATTEND?

Agency Managing Directors, CEO's, Partners and Principals. Unfortunately, we are unable to accept bookings from agency personnel outside of these roles. Maximum of 18 attendees.

ABOUT THE PRESENTER:



Jenny Williams is a highly experienced coach and behavioural expert specialising in the marketing, creative and media industries. She spent 17 years working client side rising to the position of Global Campaign Director at Nokia before retraining as an executive coach and behavioural expert, learning her craft from some of the most successful coaches in the world. Jenny is qualified as a Transformative Coach, NLP Master Practitioner and Enneagram Practitioner. Working with L'Oreal, News International, Cambridge University, Wiley's Publishing, Engine, Mindshare and Haygarth, the combination of her commercial and coaching experience means she understands the challenges people working in industry face. Put simply, she gets it.

This seminar will be held at: The Penthouse, IPA, 44 Belgrave Square, London SW1X 8QS



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