

AAR Senior management seminar programme

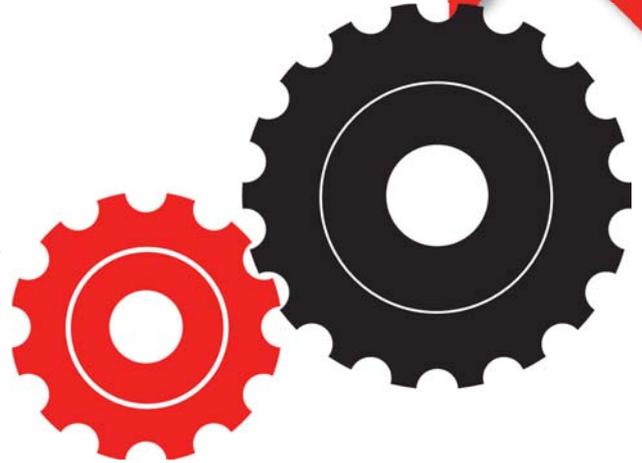
Rethinking Millennials at Work

Presenter: Jenny Williams, Executive Coach

Wednesday 4th November 2015

9.00am to 1.00pm (registration 8.45am)

This is a people business, built on understanding consumers and clients. However, when it comes to understanding our own people, particularly Millennials it can be a challenge. Millennials in the workplace often get bad press; seen as possibly the highest maintenance workforce ever, and one which we can struggle to engage and retain. In this seminar we explore how we can work together to create engaged and productive Millennials in our organisations.



Seminar overview

When agencies were asked what are the biggest challenges they are facing; 45% said recruiting talent and 40% found retaining talent. It suggests we may need to rethink our approach to talent and specifically Millennials to meet this challenge.

This seminar builds on last years 'Inside the mind of Generation Y' and as part of this rethink we will now go on to explore Millennials work needs; how we can attract them to the industry, develop them to their full potential and retain them for longer. We will rethink the role of Non-Millennials to help meet this challenge. And look at what is working well in the industry and beyond to see what we can learn.

If we can rethink this challenge it will enable us to create a more purposeful, flexible and productive workplace, which has to be a success for all generations.

Benefits

- A deeper understanding of the Millennial mindset at work
- A sharing of the challenges that the industry is facing
- An understanding of what our role (the Non-Millennials) in getting to a solution
- Learning what is working well in other businesses to attract, develop and retain them
- An opportunity to share and co-create solutions to this talent challenge.

Who should attend?

Agency Managing Directors, CEO's, Partners and Principals. (*Maximum of 18 attendees*)

Unfortunately, we are unable to accept bookings from agency personnel outside of these roles.

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. Jenny is qualified as a ICF Coach, NLP Master Practitioner and Enneagram Practitioner. Working with L'Oreal, Healthwatch, Cambridge University, 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.



The Experts in
Client:Agency
Relationships

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