

Deliver Care

Recruiting and Retaining a Talented Workforce

They are just people...

With families
and friends

Safety
and
Security



With bills and mortgages

Fair Pay



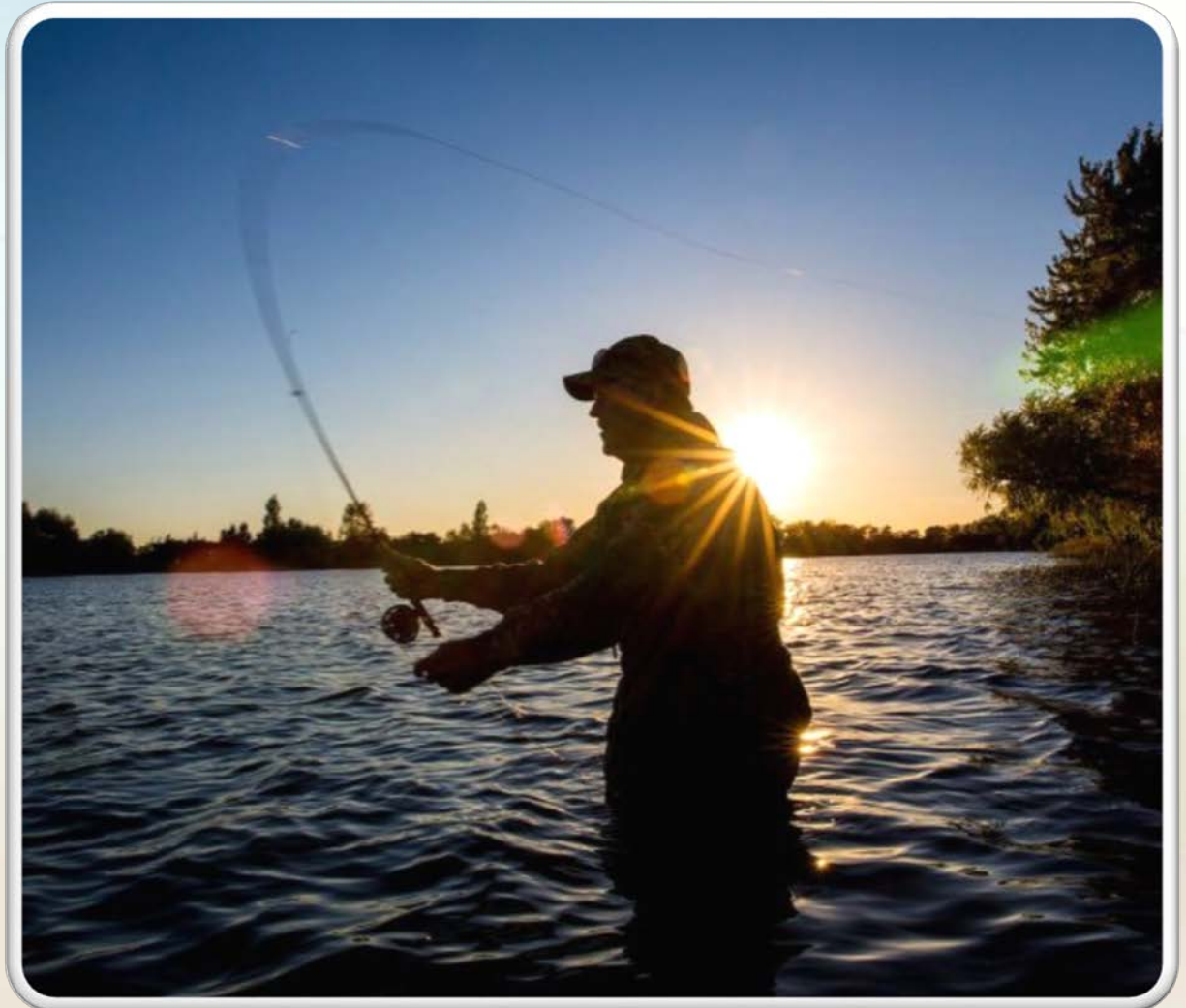
With hopes
to retire

Strong Benefits



With hobbies
and interests

Work-life Balance





With willingness
to learn

Development
Opportunities



With interest to
grow

Career Paths

With shared
beliefs

Vision
Values
Culture



These people...

- Serve your customer
- Reflect your vision and values
- Work long days / nights / weekends / holidays
- Work physical jobs in all weather conditions and often exposed to potentially dangerous risks
- Adjust to ever changing demands

Why Talented Employees Stay

- Good benefits
- Paid well
- Feel valued, recognized, respected
- Believe in company vision
- Good working conditions
- Exciting and challenging work
- Good relationship with their supervisor
- Work-life balance
- Career growth and development opportunities
- Have opportunities to be mentored

What Motivates Your Workers?

Traditionalists

Traditionalists are motivated by money, but also want to be respected.

Preferred recognition style: subtle, personalized recognition and feedback.

Welcomed benefits: long-term care insurance, catch-up retirement funding.

Baby Boomers

Baby Boomers prefer monetary rewards, but also value flexible retirement planning and peer recognition.

Preferred recognition style: acknowledgement of their input and expertise; prestigious job titles, parking places and office size are measures of success.

Welcomed benefits: 401(k) matching funds, sabbaticals, catch-up retirement funding.

Generation X

Generation X values bonuses and stock as monetary rewards and workplace flexibility as a non-monetary reward.

Preferred recognition style: informal, rapid and publicly communicated.

Welcomed benefits: telecommuting and tuition reimbursement.

Generation Y

Generation Y wants stock options as a monetary reward and values feedback as a non-monetary reward.

Preferred recognition style: regular, informal communication through company chat or social networks.

Welcomed benefits: flexible schedules, continued learning.

Generation Z

Generation Z is more interested in social rewards (mentorship and constant feedback) than money, but also is motivated by meaningful work and being given responsibility.

Preferred recognition style: regular in-person public praise.

Welcomed benefits: online training and certification programs.

**What Motivates Your Workers?
It Depends on Their Generation
– SHRM.org**

They are just people...
do you deliver them care?

Set EXPECTATIONS for them

- Realistic job preview
- Job duties
- Hours
- Opportunities to develop
- Vision, values, culture
 - Teamwork
 - Customer service
- Job performance

EMPOWER them to act

- Training
- Decision making
- Mentoring
- Safe learning environment

RESPECT and trust them

- Act with integrity, honesty, ethically
- Do what you say you will do
- Communicate openly
- Value feedback and differences

RECOGNIZE and reward them

- Celebrate accomplishments
- Provide praise
- Give credit where due
- \$ - culture and affordability

They are just people...
are you delivering them
E.R. care?

E. Set EXPECTATIONS for them
EMPOWER them to act

R. RESPECT and trust them
RECOGNIZE and reward them

Thank You!

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