



# A War of 2 Wisdoms

*Winning the War for Talent*

Much is being written and talked about regarding a 'war for talent'. It's a very large challenge for business today. It's in the same league as issues business has faced over the past 30 years... efficiency, diversity and innovation.

There is a crisis. In the developed world they're facing a numbers problem. Not enough generation Xers to replace retiring baby-boomers (take a look at any developed world demographic). In the developing world (our context) we have a severe shortage of skills in many key areas. Particularly those areas that we rely on to create value in our organisations.

Step away from demographics and you've got the dynamic of a changing workplace and changing worker engaging each other.

And if that wasn't enough we're exiting a significant economic crisis that's got us talking about a 'new normal' (whatever that is?).

This is the backdrop of TomorrowToday's updated strategic presentation exploring the nature of this challenge - ***A War of Two Wisdoms***. Baby-Boomer wisdom has very successfully lead us to this point. Generation X wisdom will take us forward. The curious thing about wisdom is that it doesn't mean 'true' or 'right'. Wisdom is derived from the world view of those in charge. A changing world view (from Boomers to Xers) means a changing wisdom.

***A War of Two Wisdoms*** (presentation or workshop) will show why understanding these two wisdoms in the context we find ourselves is so important, and provides a seven point checklist for companies that would like to improve their ability to attract and retain today's younger and older valuable and talented people.



See the world through other people's eyes

You'll learn why today's workers think and act as they do? You'll discover what must be done to develop an attractive environment that will help you succeed in recruiting and retaining your most valuable and talented people? It's about young and old talent.

A new generation of talented employees is incredibly mobile, with an average stay of less than 2 years per job. And older talented staff are more likely to 're-tyre' than retire. By applying the seven keys in this session, you'll turn your company into the type of place they'll want to work, and your 'employer brand' will become well established. This is an investment in your long-term health, and your short-term survival.

Drawing from the latest research TomorrowToday is continually adding and updating our strategic view around this challenge.

***A War of Two Wisdoms*** will assist you to better understand the nature of this challenge to enable you to find solutions and build strategies for the future.

### ***Client Comments***

*"Barrie does not fit the mould of and conventional facilitator, which adds to his style of training that keeps one fixated, interested and attentive. Excellent story teller."*

*"I learnt many aspects of talent and how to deal with the different facets of talent from recognising, measuring, promoting and most importantly retaining."*

*"Helping understand the dynamics of boomers and generation x makes a difference in the way I will act / react in situations! Thanks Barrie!"*



*"A War of 2 Wisdoms - Winning the War for Talent"* is presented by Barrie Bramley. Barrie is a founding partner of TomorrowToday, where he consults with individuals and companies, assisting them to understand what happens when a changing business environment meets a changing worker. Barrie speaks to well over 100 companies and organisations every year.

### ***Contact Details***

For more information about this presentation, or to book Barrie for your next conference or event, please contact Jude Foulston on +27 (72) 8590412 or e-mail her at [jude@tomorrowtoday.co.za](mailto:jude@tomorrowtoday.co.za)