

PETER SHEAHAN INTRODUCTION

The generational divide has led to crippling attrition and low engagement levels for Generation Y employees. Despite employers best efforts young employees continue to hop from job to job, even entire industries in their search for the “perfect job”. Peter Sheahan argues if we are to have any hope retaining and engaging Generation Y in the workplace we need to first understand their needs and motivations.

Peter is a globally recognised expert on Generation Y. His insights into managing generational change influence the strategy of market leading organisations including Google, News Corp, Coca-cola and Ernst & Young. A Gen Y'er himself, Peter has worked with more than 100,000 members of this generation in workshops, seminars and focus groups. It is this experience, and the collective research he collates from around the world that Peter will draw upon in his presentation today.

A best-selling author, former Young Entrepreneur of the Year and 2006 Keynote Speaker of the Year, Peter has delivered more than 2,500 presentations to a combined audience of 350,000 people in eight different countries.

Please welcome Peter Sheahan.