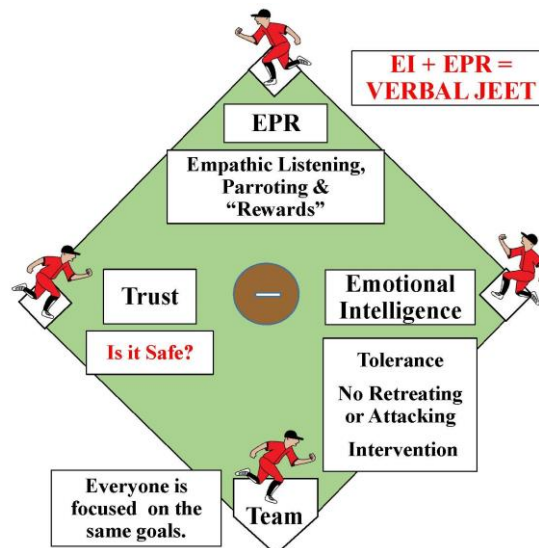


Attracting & Retaining Gen Yers & Gen Zers

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- What do you need to do to **ATTRACT** and **RETAIN** employees, especially **Gen Yers & Gen Zers**?
- What do **Gen-Yers & Gen-Zers DEMAND** from their employers?
- What are the differences between **Baby Boomers, Gen-Xers, Gen-Yers & Gen-Zers**?
- What **EXACTLY** is “**TRUST**”?
- Why are **EMOTIONAL INTELLIGENCE** and **TOLERANCE** vital to building Trust?
- What **SPECIFIC STEPS** must managers follow to **BUILD RELATIONSHIPS** and **TRUST**?
- What are “**EPR**” (**Empathic Listening, Parroting and “Rewards”**) **SKILLS** and why are they **CRITICAL** in building Trust?
- How can “**RETREATING**” and “**ATTACKING**” Communication Styles **DESTROY** all of your relationships ... even though they are the most common styles we use?
- How do the **PASSIVE AGGRESSIVES** destroy **TRUST** worse than your **ATTACKERS**?
- Why will a lack of **TRUST** keep you from **HIRING** and **RETAINING** employees in the 21st century?
- How must your **TECHNOLOGY & PROCESSES CHANGE** to attract and retain **Gen-Yers & Gen-Zers**?

Join Scott as he walks you through the critical steps of **TRUST BUILDING** and **TECHNOLOGICAL CHANGES** in order to better **ATTRACT and RETAIN** Employees in the 21st Century in his own practical, entertaining and rubber hits the road style so you can start using this information **IMMEDIATELY!**



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Scott Warrick, JD, MLHR, CEQC, SHRM-SCP (www.scottwarrick.com) is both a practicing Employment Law Attorney and Human Resource Professional with 40 years of hands-on experience. Scott uses his unique background to help organizations get where they want to go, which includes coaching and training managers and employees in his own unique, practical, entertaining and humorous style.

Scott Trains Managers & Employees ON-SITE in over 50 topics, all of which can be customized **FOR YOU!**

LET SCOTT DESIGN A PROGRAM FOR YOU!

Scott combines the areas of law and human resources to help organizations in “Solving Employee Problems **BEFORE** They Start.” Scott’s goal is **NOT** to win lawsuits. Instead, Scott’s goal is to **PREVENT THEM** while improving **EMPLOYEE MORALE**.

Scott is also a TWO-TIME best-selling author. His first book, **Solve Employee Problems Before They Start: Resolving Conflict in the Real World**, is a #1 Best Seller for Business and Conflict Resolution. It was also named by EGLOBALIS as one of the best global Customer and Employee books for 2020-2021. Scott’s most recent book, **Living The Five Skills of Tolerance: A User’s Manual For Today’s World**, is also a #1 Best Seller in 13 categories, including Business Leadership, Educational Leadership, Minority Studies, Organizational Change, Religious Intolerance, Race Relations and Workplace Culture, to mention a few.

Scott travels the country presenting seminars on such topics as Employment Law, Conflict Resolution, Leadership and Tolerance, to mention a few.

Scott’s **MASTER HR TOOL KIT SUBSCRIPTION** is a favorite for anyone wanting to learn Employment Law and run an HR Department.

Scott has been named one of Business First’s 20 People To Know In HR, CEO Magazine’s 2008 Human Resources “Superstar,” a Nationally Certified Emotional Quotient Counsellor (CEQC) and a SHRM National Diversity Conference Presenter in 2003, 2006, 2007, 2008, 2010 and 2012. Scott has also received the Human Resource Association of Central Ohio’s Linda Kerns Award for Outstanding Creativity in the Field of HR Management and the Ohio State Human Resource Council’s David Prize for Creativity in HR Management.

Scott’s academic background and awards include Capital University College of Law (Class Valedictorian (1st out of 233) and Summa Cum Laude), Master of Labor & Human Resources and B.A. in Organizational Communication from The Ohio State University.

For more information on Scott, just go to www.scottwarrick.com.

