

# Trends 2011

engage ment personal  
managers doing brands: revs up  
more with less  
changing workforce  
mentoring

The Learning Café has identified five current trends that businesses should carefully track—and act on—this year. Here are the steps you can take to stay ahead of the curve:

**1 Re-think Employee Engagement** The rules of engagement have changed—and successful managers must keep up. As the Great Recession recedes, top performers are restless and organizations like yours are getting nervous about losing the talent they've nurtured (or neglected) in the name of economic necessity. The best performers always have options; in 2011 business growth depends on managers' ability to engage, motivate and develop their best performers. No small task, given the data: *e.g., five out of six Americans want to leave their jobs in 2011.* Interested in learning how you can re-think how to engage employees and keep your top talent? Take our quick online engagement survey to receive our new white paper on engagement and engagement factors by generation. [Click here to take the survey](#)

**2 Do More with Less** Today's managers are busier than ever, and struggle with more unpredictable schedules. They must achieve their goals while meeting customer demands, putting out fires and leading people. They hire, onboard, coach and manage performance. And in this high-speed, multitasking environment, they're often asked to do accomplish more with fewer resources. If this describes your work environment, then your managers need powerful, practical skills: how to leverage talent, align expectations, set goals, give and get feedback, inspire, recognize, reward, teach and learn. The Learning Café teaches these skills through our Instant Expert Manager Series. [Click here to learn how to do more with less](#)

**3 Rev Up Your Mentoring** Effective mentoring used to mean a formal, long-term, paired relationship. That still works, but today's organizations also need fast, just-in-time, point-of-need learning partnerships. These allow an organization to share critical knowledge, onboard a new hire, develop talent and grow future leaders. People learn best and fastest when their learning style is comprehended—and stretched. The Learning Café has a wealth of information to help you set up this new style of mentoring. [Click here to rev up your mentoring](#)

**4 Keep Up with Your Multigenerational Workforce** You're moving quickly—but are you moving fast enough? If you're keeping up, you know that there are four generations sharing today's workplace: Silents, Baby Boomers, GenX and Millennials. But did you know that the Millennial generation is rapidly approaching 35% of the US workforce? Skill in leading multiple generations is not a fad, it's an essential—and it's not intuitive. Providing managers with skills and tools to successfully lead across all generations is the new critical element for forward-thinking organizations. At The Learning Café, we constantly research and update our information and understanding of how generation works. Call on us to bring your managers up to speed. [Click here to keep up](#)

**5 Brand Yourself** Reputation counts. And like it or not, everyone has a reputation—also known as a personal brand. As a professional, your reputation is your most valuable asset—it's what you're known for, what people expect of you. Your brand communicates your value. Personal branding is a deliberate strategy to understand and manage your reputation. Hiring trends point to an increasingly competitive job market, and this year it's more important than ever to know yourself, communicate your value, and raise the bar on your skill set. The Learning Café offers a brand-building workshop, webcast, tools and consulting. [Click here to brand yourself](#)

## what we're hearing...

**T**alk to colleagues who are happy - positive moods are contagious ■ **put yourself at the center of things - you will stay informed and people will know who you are** ■ know your greatest talents - and be ready to let them shine ■ **be aware of your hidden fault - and make up for it with your strengths** ■ understand your organization - the history, the culture, the challenges and the opportunities ■ **keep networking - connections matter in a connected world** ■ the world is changing - pay attention ■ avoid the watercooler gang - they don't always know as much as they think they know ■ **ask yourself: "What's working well, right now, and how can I do more of it?"** ■ be playful with your future - make the journey count! ■ **paint a picture of a better future - we can do this** ■ make a **difference** - people gravitate toward people who make a **difference** ■

## what we're doing...

You probably know us for our creative approach to generational diversity through our **Engaging a Changing Workforce** keynote speeches, webcasts, podcasts, workshops and learning tools. Did you know that we have been helping turn potential into performance for over 10 years?

Our portfolio includes:

### ***Building Your Brand***

Create a strategy to make, market & manage reputation.  
Build visibility, credibility, trust & recognition.  
Learn what defines and differentiates you.

**For:** individuals & teams

### ***Successful Mentoring***

Jump-start careers, help people develop new skills, transfer knowledge and create lasting connections.  
Launch partnerships and accelerate mentor and partner skill-building with this workshop.

**For:** individuals, teams & program groups

### ***The Art and Science of Engagement***

Energize and focus managers on the realities of engagement: the importance of the manager/employee relationship, the relationship between engagement and retention and the ability of managers to influence engagement.

**For:** managers, leaders and HR professionals

### ***Engaging a Changing Workforce***

Learn the unique values, communication styles and motivators for each of the four generations sharing today's workplace.

**For:** managers, leaders and HR professionals

### ***The Personal Learning Model***

First discover how you learn - then how to adapt, stretch, grow and teach. Your approach to the changing world and work is as unique as you.

**For:** individuals, teams and learning professionals

**The Learning Café** is an acknowledged expert in the areas of the multi-generational workforce, personal and team branding, mentoring, and leadership development. Our presentations, training materials and workshops have provoked thought, changed behavior and educated thousands of managers and employees. Our work has been cited or published in over 50 articles, books, podcasts and webcasts. Our clients span many industries, including aerospace, manufacturing, pharmaceutical, utilities, financial services, high tech, insurance, the federal government and not-for-profit.

contact us for more information

Devon Scheef  
DevonS@thelearningcafe.net

Diane Thielholdt  
DianeT@thelearningcafe.net