

Knowledge Transfer

and The Emerging Generations

What would you do if they all left with what they know?

The coming decade will see the greatest out-migration of talent American commerce has ever seen. So how do you capture and transfer this knowledge to the emerging generations? How can you do this in a way that connects with the entertainment expectations of today's digitally distracted cohort of contributors? *Knowledge Transfer and the Emerging Generations* teaches you the basics of knowledge transfer including how to get staff invested in the process.

Learn strategies for gathering and organizing the knowledge possessed by your veteran contributors. Discover simple and cost-effective ways to deliver these insights to media-dependent young workers. Learn what leading organizations are doing to foster knowledge transfer successfully within their firms.



- The critical differences between explicit and tacit information and why one is useless without the other.
- Why some veteran workers resist sharing their expertise and three proven strategies for overcoming their concerns.
- How to use a five-step test to separate relevant from irrelevant knowledge.
- How to get today's digital natives to embrace the practice of learning from their veteran colleagues.
- How emerging workers' learning styles are different from those of previous generations and what you can do to adapt your knowledge to their approaches.
- The four essential steps in successfully transferring knowledge and how to implement this process without disrupting daily business.
- Why social networking will play a major role in knowledge transfer and how you can adapt your knowledge base to this technology.
- Three proven strategies for integrating your knowledge transfer effort into already-demanding work days.
- Why your veteran workforce may leave before they pass their expertise and what some organizations are doing to cope with this.

The bottom line . . .

Loss of a firm's native knowledge can result in "death by a thousand cuts." Chances are, this is happening already within your organization.

To check availability . . .

800-227-5510

info@commonsenseenterprises.net

www.commonsenseenterprises.net



What others are saying...

"FASTSIGNS is all abuzz about Bob!"

Claire Billingsley
FASTSIGNS International

"I know you had the attention of our members because I heard you quoted time after time throughout the rest of the convention."

Donna Stollfus
Rocky Mountain Association of Fairs

"You were a terrific success. Judging by the questions and number of people taking notes, your comments were right on target."

Henry Bergson
National Electrical Manufacturers
Representatives Association

"You definitely struck a chord with the audience. Excellent Job!"

Georgia Foley
Specialty Tools & Fasteners Distributors
Association

"I'll bet I had 15 people come up to me and express appreciation for what you shared."

Harry Norris
National Confectioners Logistics Council

About your presenter...

Bob Wendover has been researching and writing about workforce transition issues for more than 25 years. He is the award-winning author of *Business-to-Business Selling and the Emerging Generations*, *Crossing the Generational Divide*, *High Performance Hiring*, *Recruiting for High Performance*, *Two Minute Motivation*, and *Figure It Out!*, among other publications. He appears regularly in national and local media and has conducted more than 1500 seminars and workshops. But he's no "sage on the stage." He was conducting interactive keynotes way before the term was coined. That's the type of session at which Bob has become a master. He's spoken everywhere from the towers of Wall Street to the outback of Alaska. He will entertain you. He will inform you. But most important, he will provide tailored solutions that are easy to implement.



Bob Wendover

Clients Include

- Alegent Health
- American College of Healthcare Executives
- Association for Manufacturing Technology
- Chevron USA
- Children's Hospital Association
- Citigroup
- CITGO
- Colorado Rockies Baseball Club
- Construction Users Roundtable
- Dairy Queen
- Dematic
- Deutsche Bank, NA
- Energy Generation Conference
- FASTSIGNS
- First Trust Corporation
- IBM
- Idaho Power Company
- IGA -Supervalu
- Intel Corporation
- Kaiser Permanente
- KPMG
- Major League Baseball
- McLane
- Mighty Auto Parts
- Otter Tail Power Company
- Parker Hannifin
- Providence Health
- Salt River Project
- Sartorius
- Shell Oil
- State Farm Mutual Insurance
- Super 8 Motels
- University of Industrial Distribution
- Westar Energy
- And numerous associations, government agencies and educational institutions.