



## Tamara Erickson

*Award-winning Author; Expert on Organizations, the Changing Workforce and Generations at Work*

TOPIC: Organization and People

SUBTOPICS: Innovation; Leadership and Management; Ethics and Culture

### BIG IDEAS:

#### They're Here! Generation Y Enters the Workforce

They're here! Generation Y – the Millennials – are joining the workforce. And they're bringing with them new attitudes and experiences. What are they thinking? Viewed through the lens of a Boomer, these new entrants can look very challenging! Learn how you can adapt your approach to the hiring, engaging and retaining—or even just understanding—young workers.

#### Avoiding the Workforce Crisis

How to Beat the Coming Shortage of Skills and Talent: Shifting demographics, educational patterns that don't match the needs of the new economy, and employees with new expectations for work are creating a talent crunch. Taking pragmatic steps today will ensure you have access to the skills you need.

#### What Are They Thinking?! Why the Generations Clash in the Workplace

The four generations in today's workforce each have different assumptions about how the world works. Understanding the teen experiences that influenced current attitudes and behaviors creates empathy and provides practical insights on engaging each generation.

#### What Does It Mean to Work Here? A Signature Experience for Extraordinary Engagement

Everyone is measuring engagement, but efforts to improve it can be frustrating. The key is understanding the role of work in your employees' lives and creating an employee experience that leverages your firm's unique strengths.

## BIOGRAPHY

Tamara J. Erickson is a McKinsey Award-winning author and widely respected expert on collaboration and innovation—on building talent and enhancing productivity—and on the nature of work in the intelligent economy. Her work is based on extensive research on the changing workforce and employee values and, most recently, on how successful organizations innovate through collaboration. Tammy has authored or co-authored numerous *Harvard Business Review* articles, including "It's Time to Retire Retirement," winner of the McKinsey Award, an MIT Sloan Management Review article, and the book *Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent*. She recently completed a trilogy of books on how individuals in specific generations can excel in today's workplace. *Retire Retirement: Career Strategies for the Boomer Generation*, *What's Next, Gen X? Keeping Up, Moving Ahead and Getting the Career You Want* and *Plugged In: The Generation Y Guide to Thriving at Work*.

An interactive, engaging keynote presenter, Tammy consistently earns high praise. In fact, she was the #1-rated speaker at SHRM's 2006 Annual Conference Master Series. Tammy offers a fundamentally optimistic point of view, along with fascinating trends and actionable counsel. Perhaps

more importantly, she will build-to-suit, depending on your learning objectives. Her blog, *Across the Ages*, appears on the Harvard Business Review site where it is the highest-rated blog. Her entries address how the talent shortage and shifting employee values will create opportunities for individuals—and challenges for corporations that aren't prepared! Tammy's article "Leading Across the Ages" was one of *Harvard Business Review's* Breakthrough Ideas of 2008. In 2007, Tammy's work was featured extensively on the HarvardBusiness.org site and prominently featured—three of the top 19—in the editor's annual review of favorite content for the year.