



# DESIGNING STRATEGIES®

Business Strategies for the Design Industry

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**W**e've all heard about looming hiring issues facing us as the Baby Boom generation, a major component of our workforce, ages into retirement. This sizeable group has been responsible for years of growth and strength in our companies. According to the Bureau of Labor Statistics, nearly 50% of the work force in the US will be eligible for retirement by 2012.

If you haven't experienced hiring difficulties yet, you will soon! Remember that Baby Boomers total nearly 78 million. Generation X members who follow are only approximately 46 million strong. Do the math. For every job vacancy created as a Boomer retires, there will not be an anxious Gen-Xer waiting in the wings to fill the position. Nor will you find that the Gen-Xer you eventually hire to fill the position will have the same workplace styles, expectations, values and standards you have come to expect from your retiring Boomers.

Putting strategies in place today to deal with these diversity issues will serve you well as this tidal wave of change occurs. Develop plans to attract quality employees from all age groups: aging Boomers, Gen X, and Millennials. What will you offer to attract these diverse groups? Each group will require a separate strategy that appeals to its unique age or cultural diversity. Do it now!

## Visualize - Analyze - Strategize Plan for success!

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**T**he terms 'global village' and 'global economy' have been bandied about for quite some time now. Whether it's a discussion on out-sourcing or off-shoring, uneven trade levels or immigration issues, 'global' is a hot business issue with both proponents and opponents. In spite of the reality of expanding globalization for most industries, there still seem to be those who think it doesn't exist or that it can be avoided. Long-established corporate cultures find it more and more difficult to maintain the status quo of their companies and workforces. Do you find your corporate culture now includes a greater number of employees from foreign cultures and religions? Is your staff made up of a more diverse population based on age and generational differences? If so, you are certainly not alone.

## Visualize



**How will an ever-expanding global economy and marketplace affect your business?** Are you experiencing a workforce with employees of vastly different ages and generational characteristics? Are employees from diverse cultures and religions affecting the way you do business? American and Canadian economies grew strong and successful based on the assimilation of people from different cultures with

diverse backgrounds and ideas into their workforces. So too, can your company achieve success and growth by capitalizing on the diversity presented to you.

What have you done to embrace the diversity at hand? Are those from other cultures with different religious backgrounds welcome and respected for their ideas and contributions? Are employees of all age groups and from all generations valued and respected for what they offer? Do you embrace the innovations and work styles of the different generations in your workforce? If not, why not?

## Analyze

**There is no time like the present to develop strategies to incorporate diversity to strengthen your own global village.** If you look around and find your workforce is populated mostly by gray-haired Caucasians, time is of the essence in expanding your borders in terms of diversity based on age, culture, education, and innovative ideas.



Ours is an aging workforce with increasing numbers from the Baby Boom generation, many of whom will reach retirement age within the next 10 years. As they retire and a younger, more diverse workforce replaces them, new challenges will be presented. Not only will there be age and generational diversity, but these young workers will include people from more cultures, all with different life experiences that will shape their

character and work ethic. Even if your facilities are located only in North America, yours will be a global community. Develop strategies now to attract, welcome and retain these fresh recruits into your global village.

## Strategize

### Something To Think About...

"The error of youth is to believe that intelligence is a substitute for experience; While the error of age is to believe that experience is a substitute for intelligence."

Unknown

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