

Thursday, March 18, 2009
3:30 p.m. – 4:30 p.m.

**Why Would Anyone Want to Work for You?
(1 CEU)**

Presenter:
Doug Fryett, President, Fryett Consulting Group

Do we really know? Are we clear about the “why”? This session will help participants understand better what it really takes to define what it is that people today are looking for from perspective employers. Oh yes, they want money, but there are a growing number of “softer” issues that they are looking for that have actually become more important to them! And then, once we've brought them into our businesses, what are we to do to ensure that they stay? Doug Fryett, a professional strategy consultant on such issues, will illuminate the qualities of mentoring, coaching and training in this audience-participation session. Attendees will have opportunity to ask questions, share concerns and exchange examples of what has worked for them - and what hasn't.