

Session Code: BA  
Monday, 21 September, 1530 – 1700

GEN Y DEMANDS WHAT EVERYONE WANTS:  
HOW TO CRAFT YOUR LEADERSHIP STYLE TO RECRUIT,  
RETAIN & MOTIVATE ALL OF YOUR EMPLOYEES

John W. "Buddy" Hobart  
President and Founder  
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As Baby Boomers prepare to exit the labor force in the coming years, a new generation is getting in the game and changing the rules. According to the U.S. Department of Labor Statistics, the cost to replace an employee is approximately 25% of annual compensation. It can cost an organization thousands of dollars to hire and train a new employee. This session will show you how to take a strategic approach to management that will both attract and retain the best talent to lead your organization into the future.

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**John W. "Buddy" Hobart** is the President and Founder of Solutions 21, a business management consulting firm based in Pittsburgh, Pennsylvania. Founded in 1994 with an initial focus on sales consulting and training, the firm's expertise has grown to incorporate four primary practice areas: Client Development, Enterprise Learning/Human Capital Management, Strategic Planning and Process Improvement.

Mr. Hobart has been quoted in *The Wall Street Journal*, *USA Today*, and *Chief Learning Officer*, as well as many other business publications, on such topics as communicating across cultures, selling techniques/styles and Generation Y. He is a frequent speaker at universities, business forums and conventions, and has been a guest lecturer at Carnegie Mellon University, Robert Morris University, the University of Oklahoma, West Virginia University, and Arizona State University. Mr. Hobart has personally presented programs on four separate continents with participants representing more than 20 different countries.

Most recently, Mr. Hobart authored *Gen Y Now: How Generation Y Changes Your Workplace and Why It Requires a New Leadership Style*, which examines recruitment/retention strategies crucial for leading the next generation of talent. Past works include *Hire Education*, a book designed to teach college students how to successfully present and market themselves as they enter the work world and *Celebrate Selling*, a compilation of works for the sales professional.