

ENITED Tool[©]

The Future Generation, what do they want? And why it matters.

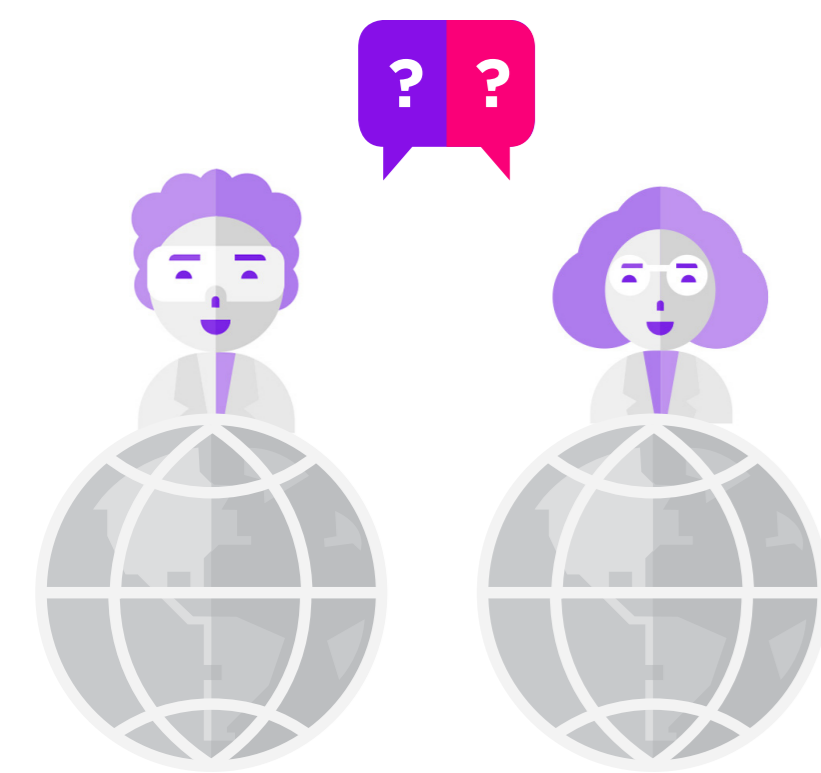
1. CHALLENGE

The Lack of Understanding and Conversations between Generations.

Are you also still figuring out what the future generation really wants?

The understanding and definition for our workplaces and our personal preferences and priorities have completely changed. Both the pandemic and the exit of the baby-boomers have created a huge imbalance on the job market, much earlier than expected.

This is why we need to bridge that generation gap, and ENITED shows you how.



So, how to bridge that generation gap?

We have to stop defining our workplace by its structure and processes. Its definition & evaluation should focus on collaboration, productivity, outcome and results.

We must get away from the pattern where the younger generations always learn from the more experienced ones. And we need to allow the future generation to take responsibility and leadership in our BE industry.

Two examples ENITED is proud to mention in order to illustrate our approach to this challenge, the ICCA Future Leaders Council and the ICCA Forum by Young Professionals. In both initiatives, we are involved and provide our expertise in a SMART way.

2. OPPORTUNITY

Making use of the best of both Worlds.

Our Target audience

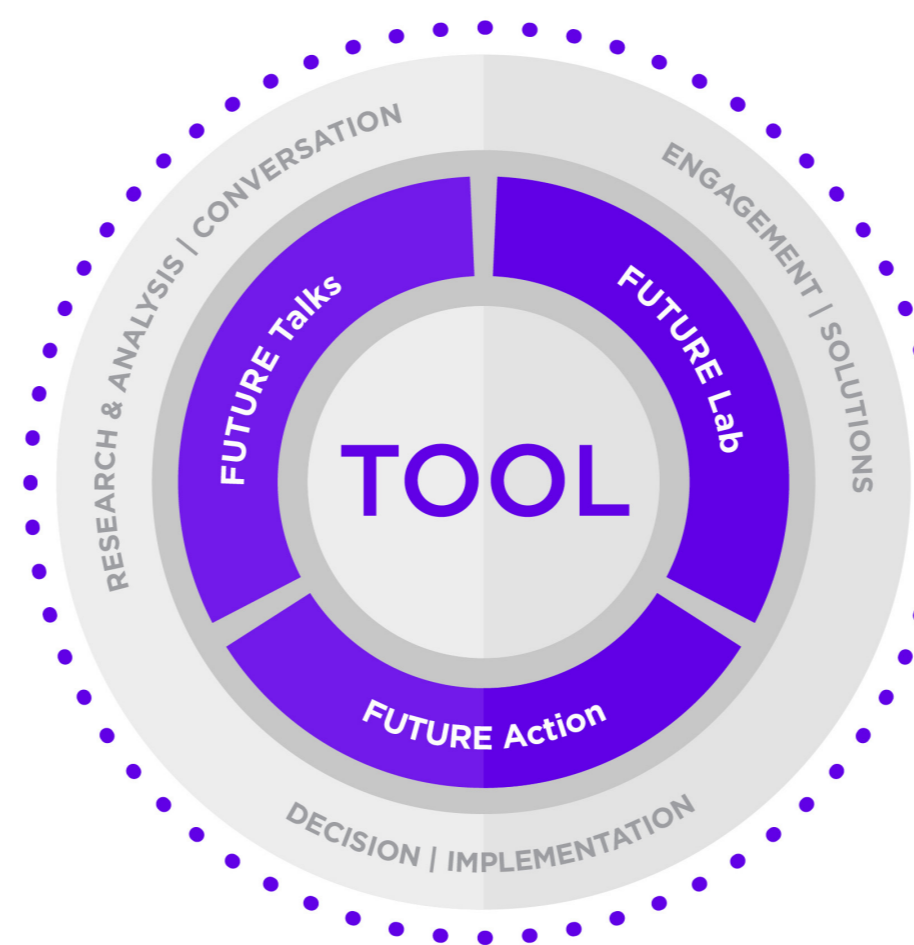
Our tool is addressed to all involved, curious and open-minded stakeholders in our BE industry, Corporations, Associations and Destinations alike.

- Leadership/Senior management
- Human resource management
- Department/Team leaders

Our Approach

We will focus on the collaborative effort of all generations in building the necessary understanding & conversations, without the stereotyped, pre-conceived argumentations.

- We want to deep-dive into the benefits of a multi-generational approach.
- We want to initiate a change in the understanding & purpose of workplaces, and go beyond the individual job description, structure and processes.
- We want to help the responsible people in your organization in their work to create a cross-generational business environment & culture.



Our Format

Step ONE | FUTURE Talks

- Research & Analysis >> written, first analysis.
- Conversations >> corresponding working paper.

Step TWO | FUTURE Lab

- Engagement >> interactive in-person workshop to face the challenge.
- Solutions >> practical guide book for those meaningful conversations.

Step THREE | FUTURE Action

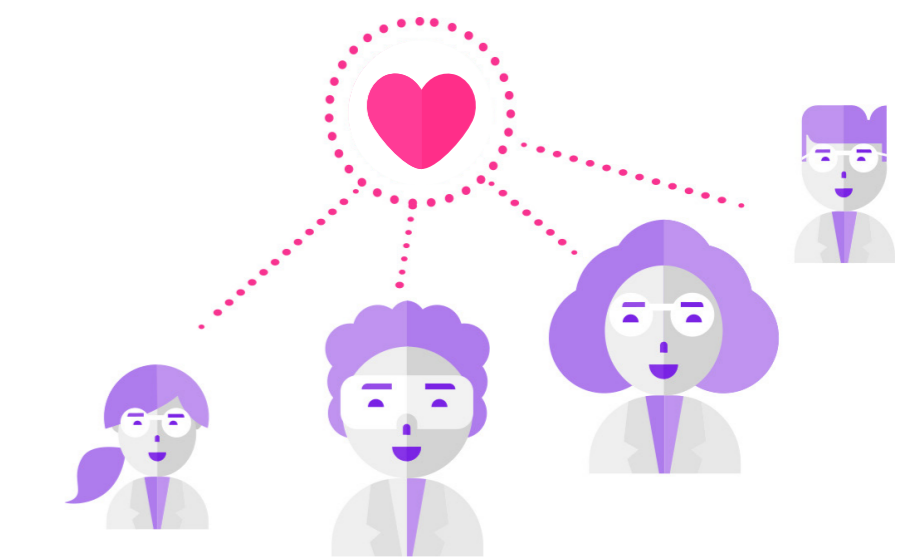
- Decision >> catalogue of recommendations & final decision.
- Implementation >> hands-on manual for implementation, with clearly defined guidelines and processes.

3. OUTCOME

Future generation, we know what you want!

So, what are some of the concrete outcomes in the application of our ENITED tool[®]?

- Overcoming the generational differences in mindsets & behaviors.
- Fostering new ways of engagement and conversations between generations.
- Creating a collaborative business environment & culture based on mutual understanding and respect.
- Utilizing the potentials and advantages of each generation.



- Allowing the future generation's ideas to grow and to become real, for the benefit of the organization.
- Supporting the employer branding.
- Positioning the organization through thought leadership.
- Building new and stronger relationships with the client and external stakeholder.

>> We at ENITED

Anything's possible. If you take the first step.

Contact us.

ENITED business events

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are FutureMakers.

ENITED Tool[©]

Got Talent for the Future?



1. CHALLENGE

The Future Competence & Skill set in the Business events industry.

Are you still looking for the wrong talent?

First, to find the right talent, we need to take a step back to see the bigger picture. We need to define the future competences & skills in our business events (BE) industry.

As an integral part of any Marketing & (Live) Communication activities, business events will always be a people-to-people business.

Soft skills beat learned skills anytime.

In their currently desperate search, many organizations are looking for new people, also outside of our BE industry, but are stuck in looking for the wrong talent, based on the old job descriptions to perform specific tasks.

It seems they are not looking for the right talent, fitting the future competences & skills in our industry.

Our BE industry needs to redefine their job offer and refresh their recruiting processes.



2. OPPORTUNITY

Got talent for the future?

Our Target audience

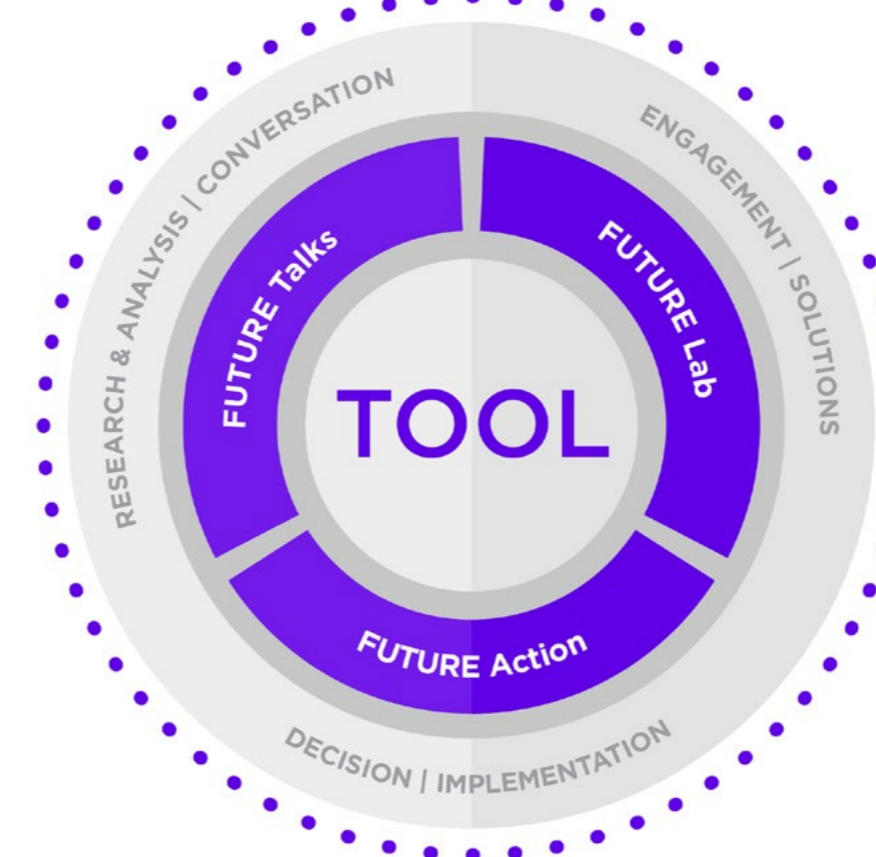
Our tool is addressed to all involved, curious and open-minded stakeholders in our BE industry, Corporations, Associations and Destinations alike.

- Leadership/Senior management
- Human resource management
- Department/Team leaders

Our Approach

We will focus on personal skills and personality traits, and less on specific job-related knowledge or work experience.

- We want to deep-dive into the definition of the future talent, competences and skills.
- We want to initiate a change of understanding & mindset.
- We want to help the responsible people in your organization in their work to find the right talent.



Our Format

Step ONE | FUTURE Talks

- Research & Analysis >> written, first analysis.
- Conversations >> corresponding working paper.

Step TWO | FUTURE Lab

- Engagement >> interactive in-person workshop to face the challenge.
- Solutions >> practical guide book how to (re)define & find that right talent.

Step THREE | FUTURE Action

- Decision >> catalogue of recommendations & final decision.
- Implementation >> hands-on manual for implementation, with clearly defined guidelines and processes.

3. OUTCOME

Got the future talent!

So, what are some of the concrete outcomes in the application of our ENITED tool[©]?

- Finding the right talent for your teams and organization.
- Demonstrating new ways of employee relationship.
- Creating additional employee value.
- Improving the employee involvement & engagement.
- Increasing the employee retention.
- Supporting the employer branding.
- Positioning the organization through thought leadership.
- Building new and stronger relationships with the client and external stakeholder.



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Sharing the idea of excellence.