



keys to good communication

Traditional Employers

Work ethic
Bank balance
Task focus
Commitment
Authority
Independence
Structure
Tell them
Conformity
Tradition
Regional
Long careers
Learn then earn
Loyalty

Today's Expectations

Work/life
Life balance
Team focus
Enjoyment
Empowerment
Support
Flexibility
Involve us
Creativity
Innovation
Global
Many jobs
Lifelong learning
Variety