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Millennials Now the Largest Segment of the Workforce Workforce Ready 2015 Uncovers Secrets to Managing Millennials

Raleigh, NC, August 1, 2015—According to Pew Research Center, Millennials became the largest segment of the workforce the first quarter of 2015 and have disrupted the workplace unlike any other generation. Capital Area Workforce Development board will host Workforce Ready 2015 on Thursday, September 16th from 7:30 am to 10:00 am at Research Triangle Foundation Headquarters. This breakfast event will present a new view of Millennials and why a different management approach is in order.

“Every talent initiative we undertake where businesses are present, the conversation always turns to complaints about how young people don’t communicate well, don’t have initiative, or the business rep is frustrated because they want younger workers, but aren’t seeing returns on their recruiting efforts. Our goal is not to feed into the negativity, but turn the conversation around. The speakers we have are top-notch leaders from local companies that have done things to get the most out of their millennial workers. The audience should walk away with plenty of information and adaptable ideas for their organizations”, said Pat Sturdivant, Executive Director at Capital Area Workforce Development Board.

Carolyn Baird, Global Research Leader at the IBM Institute for Business Value (IBV) will present results of her recently published [survey Millennials in the Workplace: Myths, Exaggerations, and Uncomfortable Truths](#). Leaders from well-known companies in the Triangle will share as a business panel.

Event sponsors are Work in The Triangle, Wake County Economic Development, Cary Economic Development, CAI, IBM, and Electricities.

Visit www.GetWorkforceReady.com to register.

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