

## Registration Form

(Please send a separate form for each registrant—make as many copies as you need.) Fax to **(204) 949-4990** OR register online at [www.qnet.mb.ca](http://www.qnet.mb.ca).

Cancellations must be received in writing no later than **Tuesday, March 1, 2005**. After that time, the full registration fee will apply and only replacement participants will be accepted. Invoices will be sent for non-attendance.

Name \_\_\_\_\_

Title \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Prov. \_\_\_\_\_ Postal code \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

### Managing a Changing Workforce:

QNET/CME/HRMAM Members: \$125.00 plus GST

Non Members: \$155.00 plus GST

### Managing Change and Moving Forward:

QNET/CME/HRMAM Members: \$75.00 plus GST

Non Members: \$95.00 plus GST

### METHOD OF PAYMENT

Cheque enclosed  Please invoice

Visa  MasterCard  American Express

Credit Card # \_\_\_\_\_

Expiry Date \_\_\_\_\_

Card Holder's Name \_\_\_\_\_

Signature \_\_\_\_\_

G.S.T. Reg #899755334RT

**Register Early! Registration deadline is Tuesday, March 1, 2005.**

Presented by:



### QNET

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In partnership with:

**Industry Training Partnerships**  
**Manitoba Advanced Education and Training**



Part of Manitoba Manufacturing Week Activities



Canadian  
Manufacturers &  
Exporters  
Manufacturiers et  
Exportateurs du  
Canada

# Managing a Changing Workforce



*Canadian companies need to understand and deal with the generational differences in an increasingly tight labour market.*

# Thursday, March 10, 2005

WINNIPEG CONVENTION CENTRE, 375 YORK AVENUE, WINNIPEG



Dr. Linda  
Duxbury

Dr. Linda Duxbury is one of Canada's leading workplace health researchers. She has written hundreds of papers, journals, and books, and is co-author of a series of Health Canada reports about work-life balance in Canada. Dr. Duxbury draws on over 1500 interviews when she makes statements about Canadian and global trends.

Dr. Duxbury is a professor at the Carleton University School of Business. In the last decade, a major focus of her research has been on work/family balance in both public and private sectors, small business, and technology companies. In the course of this research, over 100,000 Canadians were surveyed or interviewed, making it one of the largest research studies of its kind. She has influenced government policy-making and significantly advanced the practices and attitudes toward work-life balance.

Her speeches are funny and incredibly well informed. Her work has been the basis of a number of government initiatives and she knows exactly what it takes for your business to compete in the shifting economy.

## Managing a Changing Workforce

**8:00 A.M. TO 8:30 A.M. – REGISTRATION,  
CONTINENTAL BREAKFAST**

**8:30 A.M. TO 12:00 NOON – PRESENTATION**

Now more than ever before, we need to understand how to deal with generational differences in the workplace. Veterans, boomers, gen Xers and nexu – all working together, though not necessarily in harmony. This talk will deal with why the different generations think and feel the way they do and give information on recruiting, retaining and motivating the different age cohorts in an increasingly tight labour market

The workplace of today is not the same as the workplace of even one generation before – let alone three. Despite this, members of all four generations are being asked to understand each other's positions at least sufficiently enough to work together productively and harmoniously.

Dr. Linda Duxbury's presentations describe everything from the reasons each demographic group is the way it is, from those born during WWII to those who grew up during the freedom of the '60s and even the affects of growing up in the shadow of recession, downsizing and the threat of terrorism and violence. Linda discusses the impact these facts have on the work ethic of different demographic groups and what this means for companies trying to find ways to retain people from each group. Her presentations have the workforce shortage in the background and illustrate how talent has become a source of real power for workers.

## Managing Change and Moving Forward

**12:15 P.M. TO 1:00 P.M.**

**– REGISTRATION AND  
SANDWICH BUFFET**

**1:00 P.M. TO 3:30 P.M.**

**– PRESENTATION**

Join Dr. Duxbury as she talks about Managing Change and Moving Forward. Are you a change agent? Is your organization ready for a cultural change? Dr. Duxbury will introduce tools to help you assess the change readiness within your organization and how to move forward.

