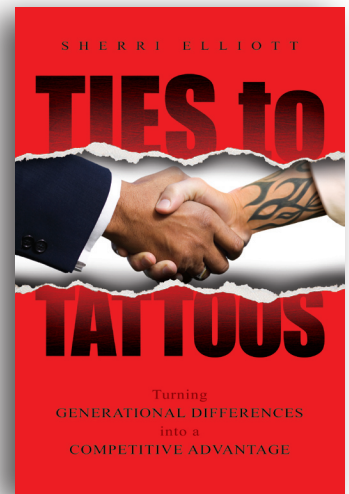


TIES to TATTOOS

FOR IMMEDIATE RELEASE

Four Generations Working Side by Side in the Workplace

Author bridges perceived and real gaps in today's multigenerational workforce



For the first time in history, the American workforce is comprised of four distinct generations—Traditionalists, Boomers, Xers, and Millennials—all of whom must coexist productively for a company to succeed. Sherri Elliott addresses this diversity and its implications in her new book, *Ties to Tattoos: Turning Generational Differences into a Competitive Advantage*, a guide to effective people management in today's multigenerational workforce.

In *Ties to Tattoos*, Elliott discusses how to leverage relationships between Traditionalists who voted for Eisenhower, Boomers who worked out to Jane Fonda, Xers who listened to Nirvana, and Millennials who can do all of that and more digitally. She illustrates that understanding generational issues not only allows companies to resolve conflicts but to boost productivity.

“The challenge in working with four generations is to have them look past the stereotypes and to value what each generation can bring to the workplace,” Elliott says.

Today's workforce brings with it a new set of challenges and opportunities: the looming labor shortage, sagging productivity, knowledge transfer, the language barrier, and stereotypes. *Ties to Tattoos* provides solutions to recruit, reward, manage, motivate, train, and retain employees within that workforce and how best to take advantage of the challenges and opportunities it creates. Ultimately, the creative people strategies outlined in *Ties to Tattoos* provide a blue line for companies working towards a sustainable competitive advantage in the coming decade.

Sherri Elliott is the President of Optimance Workforce Strategies, LLC, a human resources consulting firm. She holds degrees in Human Resources and Risk Management and is a certified Senior Professional in Human Resources.



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TIES to TATTOOS

About the Author

Sherri Elliott

Ties to Tattoos

Turning Generational Differences
into a Competitive Advantage



Sherri Elliott is the president and owner of Optimance Workforce Strategies, LLC, a leading human resource (HR) consulting firm. Sherri's original HR studies and articles, along with her speaking and consulting work, have made her a leading voice in helping companies understand and successfully overcome the challenges of a multigenerational workforce. She is a Senior Professional in Human Resources with an Associate designation in Risk Management with over fifteen years of corporate experience. Cited for her insightful research, as well as her ability to translate that knowledge into useful and practical advice for leaders, Sherri has become a sought after speaker and leader in the HR community.

Ties to Tattoos: Turning Generational Differences into a Competitive Advantage, Sherri's first book, was written initially for managers and HR professionals. The end result is a forward-thinking creative guide that provides perspective on communication for everyone in the workforce.

Optimance Workforce Strategies provides a range of services and resources to help companies find, recruit, hire, and keep their best people. Working with companies to adapt their internal recruiting and staffing processes, Optimance helps clients with both standard HR challenges, as well as the increasing pressures of managing workforces, in a time where even small age differences can represent a vast cultural gap.

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TIES to TATTOOS

Excerpt from Chapter One

Excerpted with permission from *Ties to Tattoos*
by Sherri Elliott
Brown Books Publishing Group

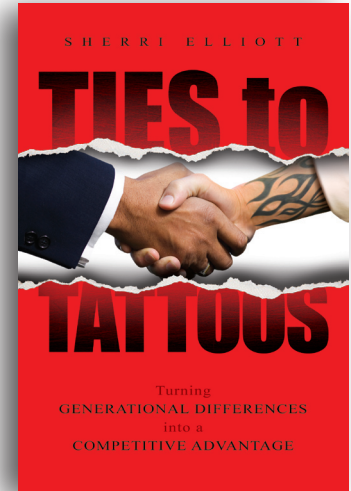
The Knowledge Transfer Conundrum

As unwelcoming as managing four separate and unique generations may seem, the future looks even more bleak. Over the next dozen years, all but the most die-hard Traditionalists will have left the workforce and take with them their strong sense of loyalty and sacrifice. Now come the Boomers, 76 million of them, planning their retirements and taking with them a vast reservoir of company knowledge and expertise. How then do you hold this vast knowledge base and share it with the upcoming generations? Or, in practical terms, how do you organize, create, capture, and distribute company knowledge to future users. How do you ensure that conceptual skills, socialization, and other non-explicit types of knowledge gleaned from your company by Boomers over the past twenty years is transmitted, in a way that makes sense, to younger Xers and Millennials?

Knowledge transfer is only half the problem. The other half is creating new communication tools that speak to an entirely new workplace demographic. E-mail, for example, may have been a godsend for Boomers, but to Xers and Millennials, e-mail is the dinosaur of an ever-growing set of revolutionary technology communication tools.

As the last of the Boomers reach retirement by 2020, the new workforce will be comprised of two entirely new and different demographics—Xers and Millennials.

So, is your company ready for the change?



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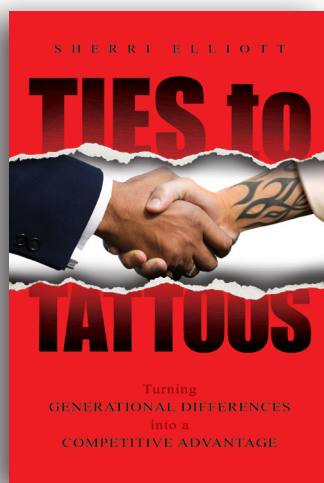


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TIES to TATTOOS

Q & A

with Sherri Elliott

***Ties to Tattoos* addresses one of the Human Resources industry's most challenging and timely issues—working with a multigenerational workforce. What makes this book different from others on the same topic?**

Most books on this topic are from the perspective of one generation, but *Ties to Tattoos* speaks to all generations. It delves into how they interact together and provides solutions on how to bridge the generational gap. I also provide practical solutions employers can implement in their workplace to turn generational differences into a competitive business advantage.

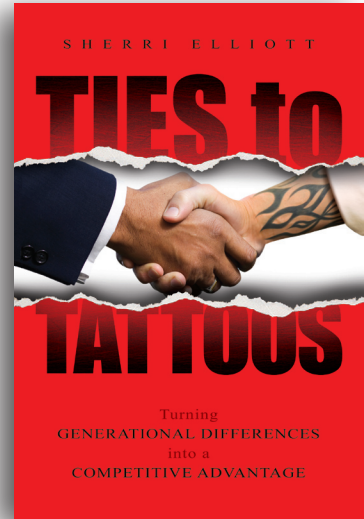
How did your own experiences working with multiple generations contribute to the ideas compiled in *Ties to Tattoos*?

As a business owner and human resources professional of more than fifteen years, I educate my clients on how critical it is to target their recruiting message to a specific generation if they want to be the “employer of choice.”

The old ways of attracting, engaging, and retaining people are gone. The cost of turnover is approximately thirty percent of employee salaries, according to the Bureau of Labor Statistics. We cannot afford to be complacent. I looked back at the number of employee relations complaints I dealt with over the last five years, and the majority of them were due to generational misunderstanding.

Of the four generations you identify in your book, which one do you identify with?

According to my generational DNA, I am a Gen Xer; however, I behave more like a Boomer. This is due to my upbringing. When you grow up and experience different life events that resemble those of another generation, you sometimes have a crossover. I crossed over to the generational personality of a Baby Boomer and that's where I still am today.



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TIES to TATTOOS

Why write a book like this now?

An overwhelming number of Baby Boomers are either preparing to retire or realizing they no longer want to burn the candle at both ends by working an eighty-hour workweek. They are leaving the workplace to start their own businesses, which leaves us with a huge talent gap in our workforce. The Gen Xers and Millennials need professional mentoring and proper training in order to successfully fill the large shoes our workaholic Boomers are leaving behind.

Our children - Gen Xers and Millennials, along with the upcoming generation – will be running our companies in the future. Personally, that scares me, which is why I decided to write *Ties to Tattoos*. There is no better time for employers to learn how to assist the four generations in the workforce to work side by side effectively and harmoniously.

In *Ties to Tattoos*, you use the term “talent management.” What exactly is that?

Talent management refers to the process of developing and integrating new employees, developing and keeping current employees, and attracting highly skilled employees to work for your company. This process emerged in the 1990s and continues to be adopted as more companies come to realize that their employees’ talents and skills drive success as a business.

Most people think of Human Resources as just the hiring arm of a company. What do Human Resource professionals really do, and how can *Ties to Tattoos* help them?

When I first decided to write a book, it was *HR’s Seat at the Table*. I passionately believe that human resources can be a strategic partner in a company, not just the hiring arm. It takes a team effort to not only hire the team, but keep everyone on board. When a company has high turnover, who is to blame? If HR hires them, then who is to blame for their leaving?

Ties to Tattoos is for all levels of management – from the CEO to the shop floor supervisor. Everyone is responsible for the company’s most important asset – its PEOPLE!

Is one generation of workers easier than another to work with? Which generation would you say is the most challenging?

I have a twenty-one-year-old daughter who is a Millennial, and she is my inspiration for life and my reason for writing this book. I truly enjoy working with Millennials and Gen Xers because they have the most balanced and positive outlook on life out of the four generations. The challenge in working with the four generations has been getting each of them not to stereotype, but to realize and value what each can bring to the workplace. For instance, when a Gen Xer applies for a job and shows up with a nose piercing, a Traditionalist recruiter may be biased against the piercing and automatically discount the Gen Xer applicant. Remember – the younger generations believe in freedom of expression.



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Describe a situation where you've seen generational differences turn into a competitive advantage for the company you were working with?

I am currently recruiting for the Chickasaw Nation, Division of Commerce, WinStar World Casino in Oklahoma. In an effort to meet their expansion needs, my company was retained to recruit up to 1,100 employees. We targeted our recruiting and branding messages on the Internet, through cinema advertising and college fairs to attract the Millennials and Gen Xers. For the Baby Boomers, we conducted career fairs and advertised in local newspapers. We targeted the Traditionalists by conducting AARP job fairs. By knowing our potential pool of employees and how to reach them, we were able to effectively reach a large number of qualified candidates.

It sounds like *Ties to Tattoos* is a book that should be read by everyone in the workforce. What can new graduates learn from your book? What can seasoned professionals learn from it?

New graduates and business professionals will gain important perspective on how to integrate forward-thinking communication skills across the generational gap. This topic is so fresh that seasoned professionals are still trying to figure out if it really is a problem. I can tell you it is, and the gap will not improve without being open to new ways of thinking about turning these differences into positives. The tested strategies in *Ties to Tattoos* illustrate the steps needed to truly turn things around.

What's next? Are there other business topics you'd like to write about?

I see myself following this book with the completion of my first book which I started in 2007 - *HR's Seat at the Table*. I am very passionate about the role HR plays in our business community and how we can provide strategic and operational assistance to the senior team.

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TIES to TATTOOS

What People Are Saying

“I remember clearly the day I offered to pick up my niece at the airport. I told her to just call me when the plane landed. She hesitated and then asked, ‘Can I just text you?’ I realized she hesitated because she wasn’t sure I knew how to text message and didn’t want to be rude if I didn’t. (I did.) I had to smile though, because this intergenerational exchange was just a microcosm of what’s going on in workplaces every day. *Ties to Tattoos* provides helpful insights into the nature of and reasons for these generational differences and offers strategies for leveraging them to an organization’s advantage.

While the commonalities between generations may be much greater than the differences, knowing how to recognize and manage the differences can make the leadership challenge less daunting.”

Susan R. Meisinger, SPHR

Past President, Society for Human Resource Management

“*Ties to Tattoos* provides thought-provoking realities you need to consider. It affords actionable ideas on how to gain better understanding of what drives today’s workforce to deliver exceptional results.”

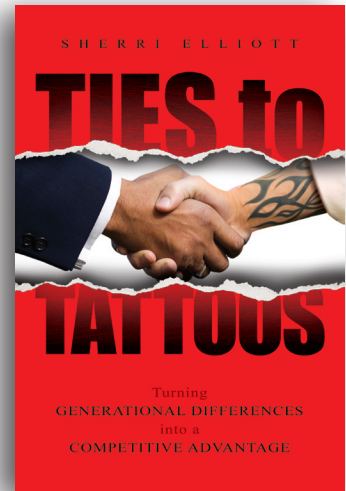
George Killebrew

Senior Vice-President of Corporate Sponsorships,
Dallas Mavericks

“Capitalizing on the talents of a multigenerational workforce is the key to future business success. Sherri Elliott recognizes that and gives sound advice.”

Leslie Elliott

President, Toni & Guy, USA



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TIES to TATTOOS

“Each generation has different values, different communication styles, and different opinions about what comes first: work or life. Generational diversity is a good thing, but it can also create perplexing challenges. *Ties to Tattoos* is a great resource to help you create a work environment filled with mutual respect and collaboration.”

Nancy Barry

Speaker, Gen Y expert, and author of
When Reality Hits: What Employers Want Recent College Graduates to Know

“Working out potential conflicts between the values and priorities of four generations in the workforce is not enough. Sherri Elliott recognizes the more complex issue of capitalizing on the talents of all to create a blended competitive advantage.”

Sandra Yancey

Founder and CEO, eWomenNetwork, Inc.

“For the first time in history, four generations are sitting side by side in the workplace. Each generation has its own culture, defined by different events, standards, and values. Organizations must understand each generation to ensure they are optimizing their employees’ contributions. This book shares the generational diversities and shows how to embrace them. There is a great sense of realism throughout the book, with a balanced viewpoint shown through examples of failures as well as successes. This is a must read, not just for HR professionals but also for anyone who manages people.”

Jennifer Kaneshiro, PHR

Chief Human Resources Officer,
Chickasaw Nation Division of Commerce

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