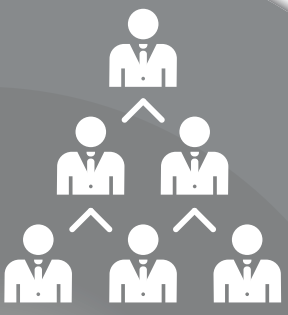


RECOGNIZING BABY BOOMERS AT WORK

(1946–1964)

The baby boom generation grew up in a post-world war era of rebuilding economies. As a result, this cohort developed a strong work ethic and team orientation. Today, this cohort constitutes about one-third (31%) of the workforce—are you motivating the members of this generation?


LEADERSHIP STYLE PREFERENCE



Boomers enjoy a democratic, mission-oriented, warm and caring leader. This cohort enjoys fairness and consistency in recognition and rewards.

Sodexo's Motivation Platform built-in governance module ensures equal treatment company-wide.

REWARDS



Boomers prefer:

- Personal appreciation
- Recognition
- Promotion

Sodexo experts design recognition programs around appreciation that is sincere and personal, while offering a range of choice.

COMMUNICATION PREFERENCES FOR RECOGNITION DELIVERY

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- Personal Interactions
 - Face-to-face
 - Structured networking

Sodexo knows a personal thank you can go a long way. So, we offer a range of daily recognition rewards that support a culture of recognition and maximize employee motivation.

As the global leader in designing, managing and delivering tailored, comprehensive and measurable recognition and rewards programs, Sodexo offers new solutions to help your organization strengthen existing programs for a multi-generational workforce.

Learn more: Timeless Performance: Recognition Programs for a Multi-Generational Workforce. <http://ow.ly/x0KuU>

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