

FOR IMMEDIATE RELEASE

Loyalty is Dead. Or is it?

New Book, *Loyalty Unplugged: How to Get, Keep & Grow All Four Generations*, definitively answers this question.

Toronto, Canada – March, 2007 – *Loyalty Unplugged* provides new solutions for a new workplace. Today's workforce includes four unique generations of people who must come together to meet complex organizational goals. Each generation (Traditionalist, Baby Boomer, Gen X and Gen Y) demonstrates different workplace behaviors because of their different values, expectations and experiences. Business and public sector leaders must understand and manage those differences to create an engaged and productive workforce. *Loyalty Unplugged* explains the differences and clearly demonstrates how organizations can get, keep, and grow their human capital by responding to the distinct generational identities.

Loyalty Unplugged, co-authored by Giselle Kovary and Adwoa K. Buahene, is based on more than three years of research and client work. The authors, co-founders of n-gen People Performance Inc., have written the book as a comprehensive reference guide for leaders. They explain that leaders, no matter which generation they come from, must now strive to create employee engagement, not loyalty. *Loyalty Unplugged* shows leaders how to achieve results through an engaged workforce.

The book provides the context for the new workplace where, in many cases, employees hold more power in employment contract negotiations than employers. It probes and defines the identities and the mindset of multigenerational employees.

Loyalty Unplugged tackles the why, what, and how-to, for all facets of organization management: recruitment, orientation, total rewards programs, employee brand promises, career-pathing, learning and development, mentoring, performance management, succession planning and management practices.

Loyalty Unplugged is a practical reference guide for those who view people as a critical driver to business success and for leaders responsible for creating people strategies. It speaks to many levels within an organization from the C-suite to human resource managers and line managers.

About the Authors

As the managing partners of n-gen People Performance Inc., Giselle Kovary and Adwoa K. Buahene, lead and design strategic people strategies that measurably improve workplace performance. Giselle and Adwoa help clients to understand and build programs that target, motivate and engage all four generations. They ensure enterprise-wide solutions are strategic in nature, measurable and executed with discipline. Since founding n-gen People Performance Inc., their client list has included both private and public sector clients across North America. Kovary has a Master's degree in Communication Studies from the University of Windsor. Buahene has a Master's degree in Analytic Philosophy from Dalhousie University.

Loyalty Unplugged: How to Get, Keep & Grow All Four Generations

by Adwoa K. Buahene and Giselle Kovary

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To request a complimentary paperback review copy, contact Terry Baskin of Footprint Associates at (905) 852-9157 or terrybaskin@sympatico.ca; or John Hyslop at (905) 690-2025 or john.hyslop@sympatico.ca. Books can be purchased through www.ngenperformance.com