

# 2013 SC ACDC Community Economic Development Conference

## Presentation Description

### **“The New Workforce: Demographics and Dynamics of 21<sup>st</sup> Century Employment”**

Economic Development in the 21<sup>st</sup> century is a highly competitive, higher-technology undertaking requiring **well-prepared communities** to seek out and engage well-informed investors looking to initiate, expand, and/or position their enterprise to compete successfully in a mostly global marketplace. Over the next 8-10 years, investors will add a focus on talent, in addition to land/sites, buildings/infrastructure, or costs of operations.

**Communities that can generate, attract, retain, and grow talent will be the winners; other communities will lose!**

This presentation will:

- 1) Lead the audience to an understanding of the rapidly evolving multi-generational workforce,
- 2) Provide understanding of the dynamics of this workforce, and
- 3) Demonstrate community-based actions that can be taken to enhance ED success.

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