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**Richard Goldman, Birkman International COO, to Discuss Generational Motivation at World's Largest Event for Incentive Programs**

*Use of personality assessment to identify the strengths of generational members will be a key emphasis of presentation*

**Houston, TX (August, 2009):** Richard Goldman, Chief Operating Officer of Birkman International, Inc., will be one of three panel members discussing “Generational Motivation” at The 2009 Motivation Show, to be held September 29 through October 1, 2009 at McCormick Place in Chicago. The Motivation Show is the world's largest event targeted to business executives responsible for the design and implementation of corporate incentive and meeting programs, and recognition awards. The Third Annual Conference's theme is “Engineering Engagement,” and it has more than 35 corporate, media and association sponsors.

Mr. Goldman will be one of three experts whose session on September 30 (2:00 to 3:15 p.m. CDT) will focus on how generational differences in the workplace between Baby Boomers (age 45 and up), Generation X (approximately spanning ages 30 to 45) and Millennials (employees in their 20s, once called Generation Y) may change the way companies train and motivate their employees. He will offer insights gained through use of The Birkman Method®, which for more than 50 years has been used by thousands of organizations worldwide as a complete behavioral and motivational assessment scientifically developed to enhance and predict interpersonal and occupational success in the workplace.

“Birkman results gained by testing more than two million people show that each generational member has unique strengths, weaknesses, productive behaviors and stress behaviors,” Mr. Goldman says. “Effective personality testing identifies and brings those characteristics into focus, and addresses motivation problems by identifying where employees are strongest and weakest, and pinpointing the hidden assumptions, motivations or interpersonal styles that may inhibit their productive performance.”

“There is a growing change in the assumption that the 80 million Baby Boomers born between 1946 and 1964 will soon begin retiring in record numbers, because the global financial crisis increasingly makes it necessary for Boomers to work beyond their planned retirement age,” Goldman continues. “Some fear this will result in more intergenerational conflict on the job. However, miscommunication can occur between any employees with clashing personality styles or traits, no matter what their generation. The best personality assessment tools can address this problem by identifying where employees are strongest and weakest, pinpointing the hidden assumptions, motivations or interpersonal styles that may inhibit

Personality research shows that intergenerational workforce differences are not fundamental. Older and younger workers may have different social and technological norms, but every generation has introverts, extroverts and other personality types, usually in the same proportion.

In this light, “generation gap” assumptions underestimate the adaptability and capabilities inherent in all generational members – including the oldest and largest age group, the Baby Boomers. Individual motivation strategies can be identified and enhanced through a combination of personality testing and related training that enables all workforce members to become valued players in a cohesive, multigenerational workplace team.

“Our panel discussion at The Motivation Show will be an excellent forum to explore multigenerational perspectives, as I focus on the Baby Boomer viewpoint and my colleagues on the panel, Aiden Livingston and Michelle Bonterre, explore Generation X and Millennial perspectives” Goldman concludes. “Together we will discuss how effective motivation can be the product of effective training programs that use accurate personality assessment to identify individual capabilities and how they mesh with generational characteristics and job requirements. The result should be interesting and informative for all attendees at our session.”

As Chief Operating Officer of Birkman International, Inc., Richard Goldman combines financial acumen with business know-how to reflect more than 25 years of experience in the business-to-business services arena. He has worked to further advance the company’s position as a leader in behavioral assessment which focuses on hiring and selection, team building, leadership development, and career management.

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The Birkman Method® has been in use for over 50 years and has been used by over 2 million people and 5,000 organizations worldwide, including corporations, not-for-profit organizations, governmental agencies, and individuals in their hiring, retention, motivational and organizational development activities. The assessment accurately measures social behaviors, underlying expectations of interpersonal and task actions, potential stress reactions to unmet expectations, occupational preferences and organizational strengths. For more information please visit [www.birkman.com](http://www.birkman.com) or call 1-800-215-2760.

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