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Senior Director of Marketing

Destinations International

30UNDER30 Class of 2013

WORKPLACE FLEXIBILITY, COMMUNICATION & TALENT RETENTION

presented by



30UNDER30

Today's workforce is **highly motivated
and passionate**

Today's workforce is **highly motivated**
and passionate about their careers

Today's workforce is **highly motivated**
and passionate about their careers,
their communities

Today's workforce is **highly motivated and passionate** about their careers, their communities, and **making a difference in the world.**

Today's workforce also has more generations of employees than ever before.

BOOMERS

approx. birth

1946-1964

GEN X

1965-1979

GEN Y / MILLENNIALS

1980-1994

GEN Z

1995-2009

GEN ALPHA

2010+

How do you retain your top talent?

**Flexibility, communication, empathy
and individuality.**

Workers have widely differing views on what matters to them.



BREE NIDDS

*Chief Operating
Officer*

*Discover Lehigh
Valley*

30UNDER30

Class of 2021



**CELESTE
RODRIGUEZ**

*Digital
Communications
Specialist*

Visit Reno Tahoe

30UNDER30

Class of 2022



NAJAUNA WHITE

*VP of Diversity &
Inclusion*

Miles Partnership

30UNDER30

Class of 2019



**TAYLOR STANLEY,
TMP, CHIA**

VP of Sales

Visit Lake Charles

30UNDER30

Class of 2020

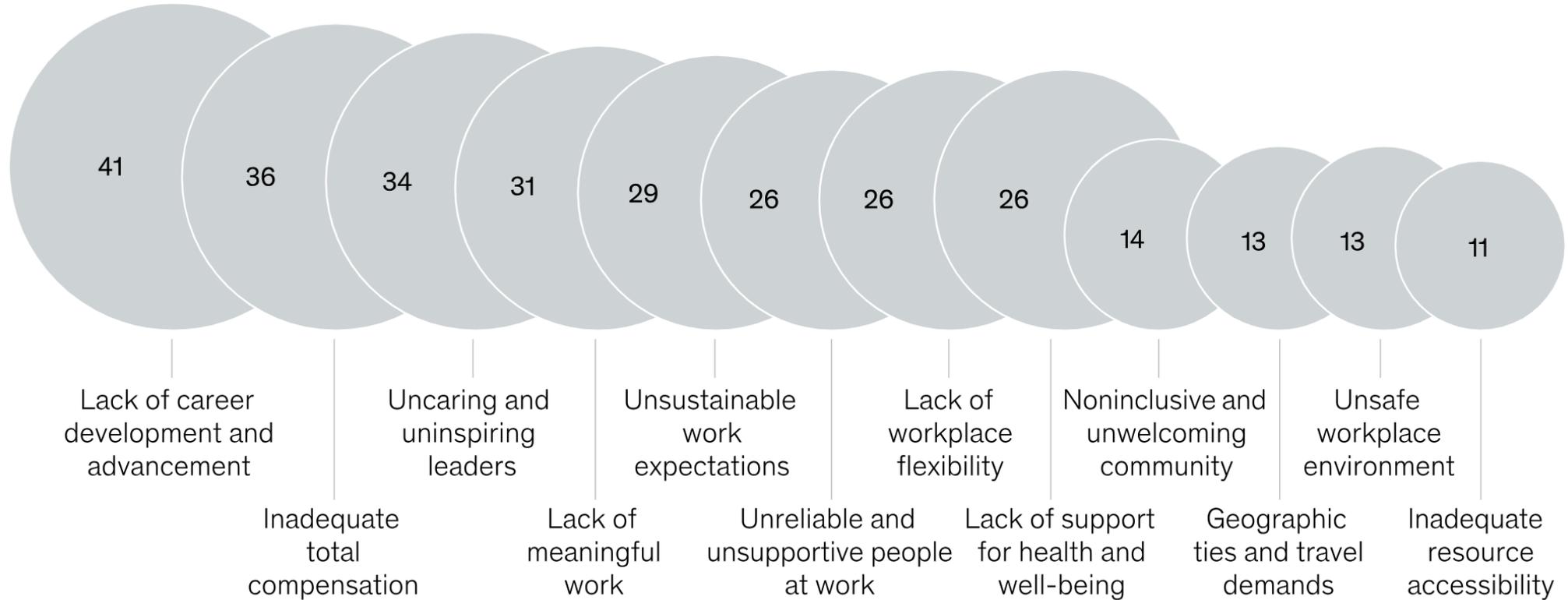
FINDING 3

The leading reason why “30 Under 30” honorees left?

Lack of Growth, Development, and Career Path Opportunities



Top reasons for quitting previous job, Apr 2021–Apr 2022, %



Source: Subset of respondents from McKinsey's 2022 Great Attrition, Great Attraction 2.0 global survey (n = 13,382), including those currently employed and planning to leave (n = 4,939), those currently employed and planning to stay (n = 7,439), and those who quit their previous primary jobs between Apr 2021 and Apr 2022 (n = 1,154)

The most important engagement factors for “30 Under 30” honorees still working for destinations are:



MYTH

Everyone just wants to work from home.

MYTH

Everyone enjoys being together in-person.

FACT

There is no one-size-fits-all for every individual.

**BUSINESS
OPERATIONS** 2023
SUMMIT





“During the pandemic, I could not wait for the visitor center to open back up so that I had a physical space to go be. It’s about that environment for me that really helps me generate ideas.”

Chris Lewis

Director of Destination Development, Tourism Kelowna



“I thrived [at home] during the pandemic. I got so much work done.”

Juliet Velazquez

Associate, Tourism & Destination Development, JLL



“For the most part, I think everyone genuinely likes being here. It’s not the expectation, but everyone just does it and the team holds itself accountable whether it’s a policy or not.”

Christina Erny
VP of Marketing, Visit Reno Tahoe

The most important engagement factors for “30 Under 30” honorees still working for destinations are:





“Everyone wants to work in a place where they can bring their best selves, and also work for a company that encourages coming to work as your best self.”

Najauna White
VP of Diversity & Inclusion, Miles Partnership

It's not just about being able to work remotely.

It's about **being flexible**, and
**understanding the individual needs
of the team.**



Mandatory Mondays, followed by four days of flexible work.



“If a graphic designer is a night owl and they want to work from 5:00 at night to 2:00 in the morning, why would I care if they’re getting the best work done?”

*Brett Oetting
President & CEO, Visit Corpus Christi*

WHAT'S NEXT?

Make space for empathetic and individual conversations between leadership and team members.

KEY TAKEAWAYS



Challenge your team; provide new projects or areas for employees to flex and show off skills that they don't necessarily do in their day-to-day position.



Establish flexibility and collaboration within your team to allow more opportunities for growth.



Talk to your team! Conduct STAY interviews and figure out what is going great and where are areas of improvement. Don't wait until the Exit to be interested in your people!



Create and prioritize opportunities to have meaningful conversations with your team.



“If your team feels you can connect with their heart first, meaning that you care about them, then the head will follow – which means they will get the job done.”

*Al Hutchinson
President & CEO, Visit Baltimore*