



## **News Release**

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### **2008 Key Bank Most Unique Small Business Generation Works: Solves Multigenerational Workplace Issues**

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Managing the impact of the four generations in today's workplaces, Buffalo based Generation Works has been named the 2008 Most Unique Small Business by Key Bank and the Buffalo Niagara Partnership.

Generation Works partners Beth Henry and Barbara Johnson are generational experts, speakers and consultants assisting businesses to effectively manage a workforce of four vastly different generations.

"We hope this award will help make Western New York businesses aware that we are a powerful resource in making them productive, profitable and employers of choice. Our services pinpoint generational gaps unique to each client and develop strategies that will bridge those gaps." says Barbara Johnson, partner.

Generational gaps can undermine business success in areas such as retention, recruitment, productivity and succession planning.

Beth Henry explains that "since each organization experiences different generational challenges, all services are customized to meet individual client outcomes. We're looking forward to working with Western New York businesses, which are particularly at risk due to our aging workforce population and the exodus of so many Generation X and Y workers."