



**ALFA International**

The Global Legal Network  
Local Relationships Worldwide



**FROM BABY BOOMERS TO MILLENNIALS:  
ANALYZING HOW THE CONCEPTS OF CONSUMER AND EMPLOYEE  
LOYALTY HAVE TRANSFORMED IN EACH GENERATION**

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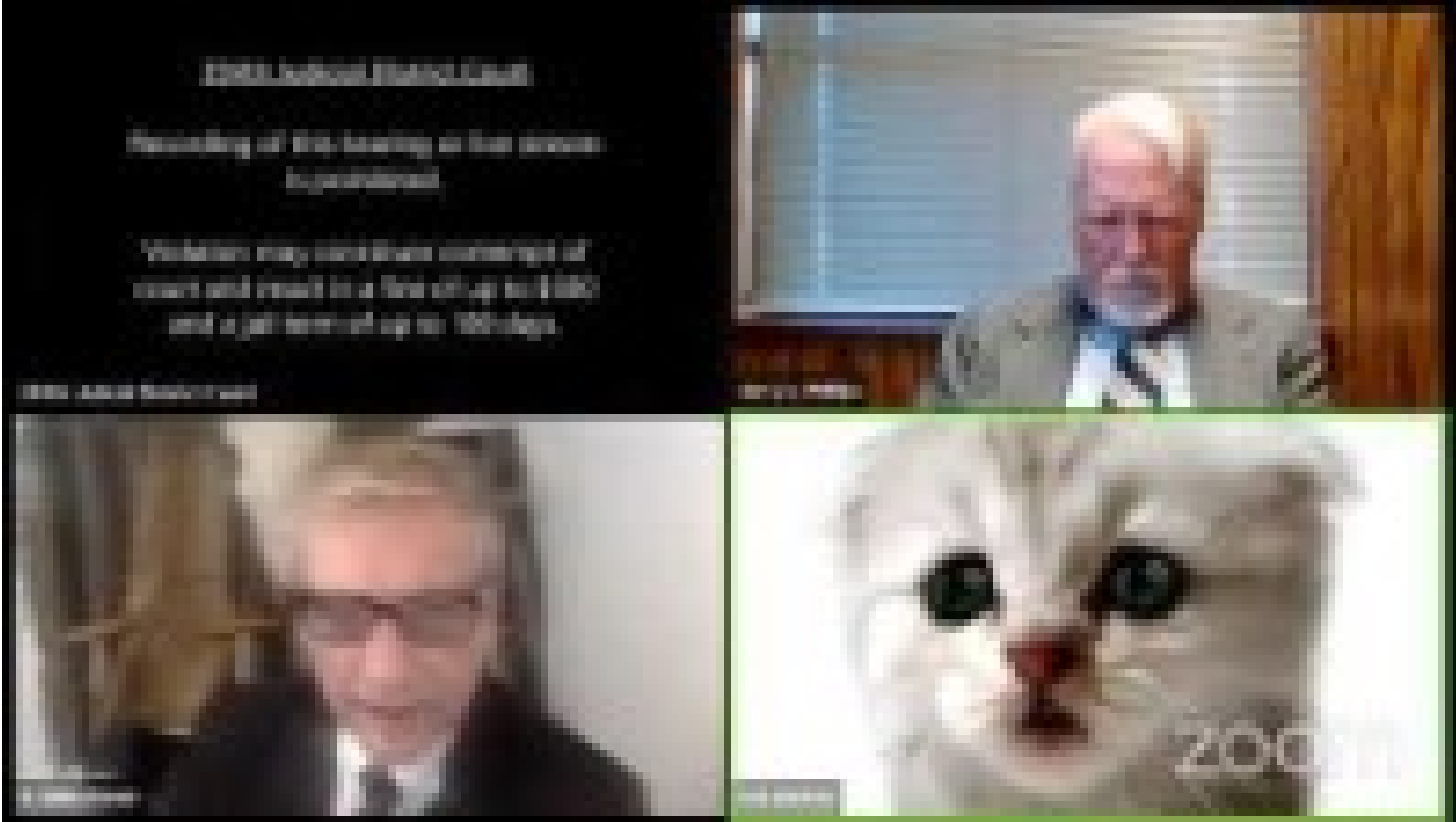


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# Baby Boomers Stereotypes



# Baby Boomers Stereotypes

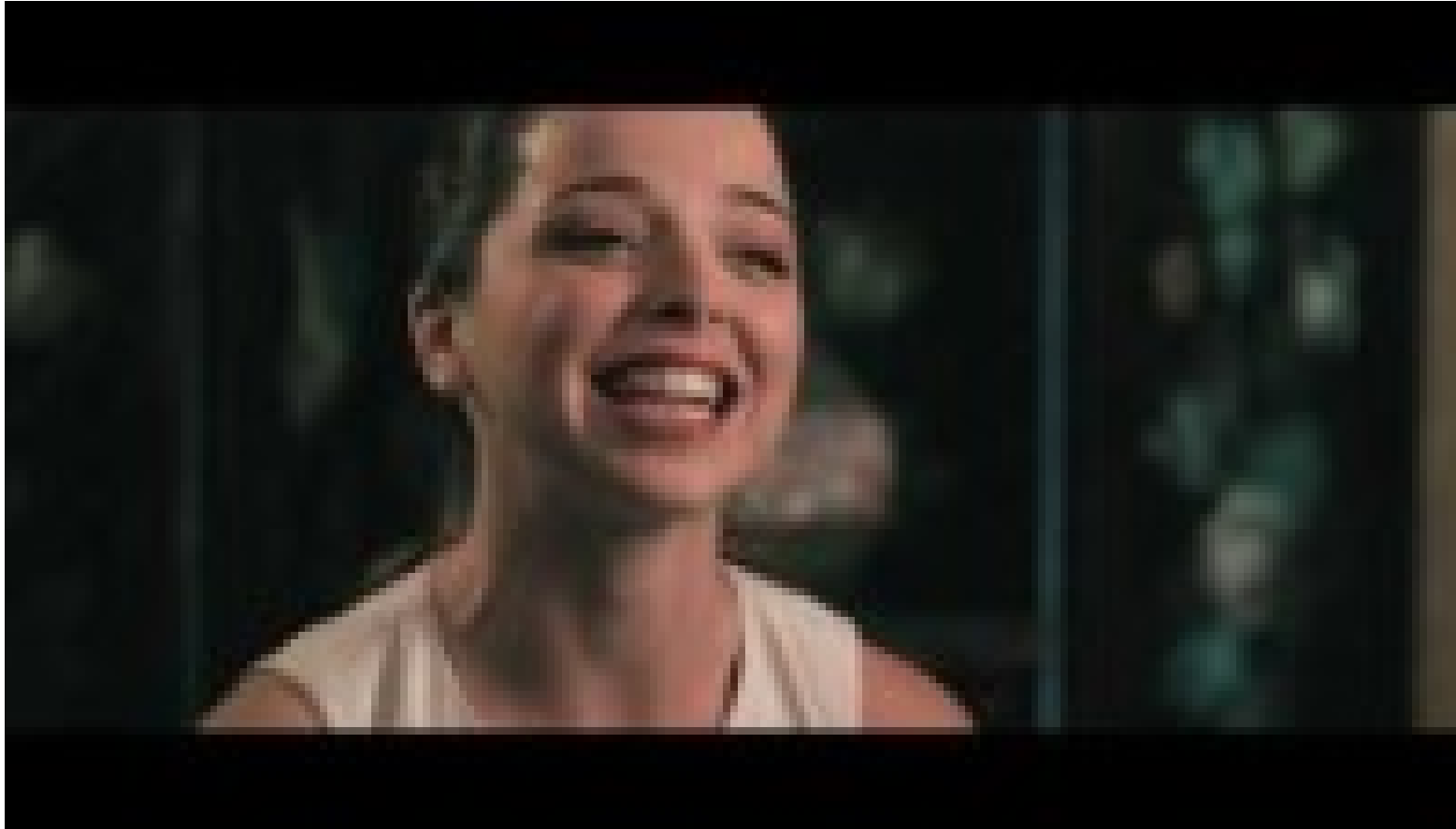


# Gen X Stereotypes



This video is not available.

# Millennials Stereotypes



# Stereotypes, Contd.



# Stereotypes, Contd.



**Queen**

@Queennnn\_\_\_\_\_



Behind every broke millennial, is a Baby Boomer who makes 6 figures but can't open a PDF.



# Stereotypes, Contd.

Millennials waiting for the housing market to crash so they can buy their first home



# JEOPARDOY



# HERE ARE TODAY'S CATEGORIES

**JEOPARDY!**



Correct



Wrong



Cheer



Boo



Silence

# NAME THAT TUNE!

**JEOPARDY**



Correct



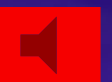
Wrong



Cheer



Boo



Silence

# WORK PLACE WONDERS

**JEOPARDY!**



Correct



Wrong



Cheer



Boo



Silence

# POP CULTURE

**JEOPARDY!**



Correct



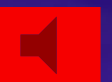
Wrong



Cheer



Boo



Silence

# GUESS THAT GENERATION

**JEOPARDY**



Correct



Wrong



Cheer



Boo



Silence

# STEREOTYPES ...OR ARE THEY?

**JEOPARDY**



Correct



Wrong



Cheer



Boo



Silence



**HELLO...ARE  
YOU THERE?**

**JEOPARDY**



Correct



Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



TEAM 3

0



NAME THAT TUNE!

WORK PLACE WONDERS

POP CULTURE

GUESS THAT GENERATION

STEREOTYPES ...OR ARE THEY?

HELLO...ARE YOU THERE?

\$100

\$100

\$100

\$100

\$100

\$100

\$200

\$200

\$200

\$200

\$200

\$200

\$300

\$300

\$300

\$300

\$300

\$300

\$400

\$400

\$400

\$400

\$400

\$400

\$500

\$500

\$500

\$500

\$500

\$500

FINAL JEOPARDY

JEOPARDY



Correct



Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0



Name this 1956 hit song.



Start Timer

GO TO RESPONSE

JEOPARDY



Correct



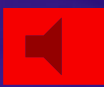
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0



# Hound Dog by Elvis Presley

# JEOPARDY



Correct



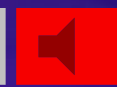
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0



Very \_\_\_\_\_, writings  
on the wall.

Very \_\_\_\_\_, ladders  
'bout to fall.



GO TO RESPONSE

JEOPARODY



Correct



Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0



# Superstitious by Stevie Wonder

**JEOPARDY**



Correct



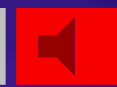
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0

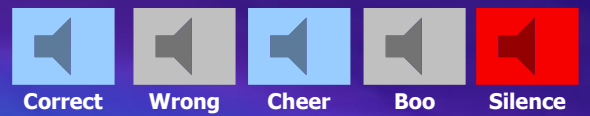


**Do you have the time to listen  
to me whine  
About nothing and everything  
all at once?**



GO TO RESPONSE

**JEOPARDY**



TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0



# Green Day

# JEOPARDY



Correct



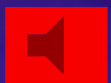
Wrong



Cheer



Boo



Silence



TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0



# Who sings this 2000 hit



Start Timer

GO TO RESPONSE

# JEOPARDY



Correct



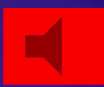
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0



# Destiny's Child

**JEOPARDY**



Correct



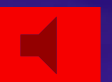
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0



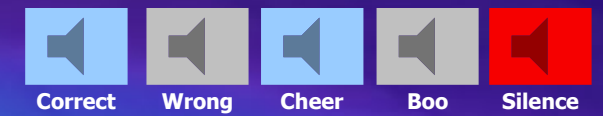
I've got sunshine on a cloudy  
day  
When it's cold outside  
I've got the month of May



Start Timer

GO TO RESPONSE

**JEOPARDY**



TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0



# My Girl by the Temptations

**JEOPARDY!**



Correct



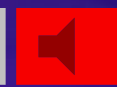
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0

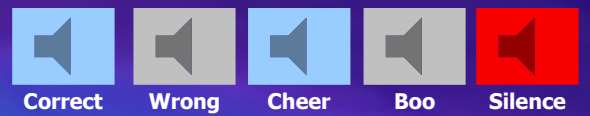


This generation is known as "job hoppers"



GO TO RESPONSE

JEOPARDY



TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0



# Millennials

**JEOPARDY**



Correct



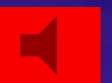
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0

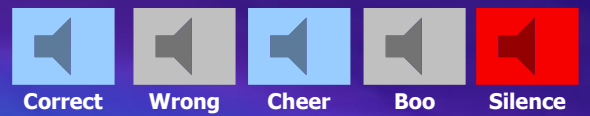


This generation seeks to live the "American Dream"



GO TO RESPONSE

JEOPARDY



TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0



# Baby Boomers

# JEOPARDY!



Correct



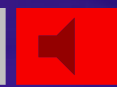
Wrong



Cheer



Boo



Silence



TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0



This generation's motto is "work and then you die"



GO TO RESPONSE

JEPARODY



Correct



Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0



# Baby Boomers

**JEOPARDY**



Correct



Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0

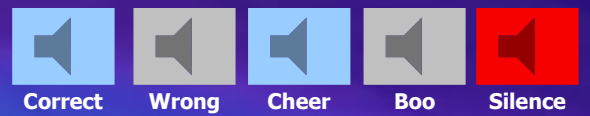


**This generation is highly educated and craves independence in their jobs**



GO TO RESPONSE

**JEOPARDY**



TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0



# Gen X

# JEOPARDY



Correct



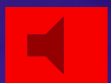
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0

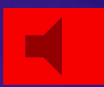


**This generation  
can't show up to  
work before 9 am**



**GO TO  
RESPONSE**

**JEOPARDY**



Correct

Wrong

Cheer

Boo

Silence

TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0



# Millennials

**JEOPARDY**



Correct



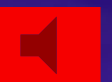
Wrong



Cheer



Boo



Silence

TEAM 1  
0

0



TEAM 2  
0

0



100

TEAM 3  
0

0



TEAM 4  
0

0



**This building is  
the ancient ruin  
of what popular  
weekend store  
frequented by  
young  
Millennials.**



Start Timer

GO TO  
RESPONSE

**JEOPARDY**



Correct



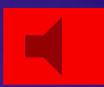
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0



# Blockbuster

# JEOPARDY!



Correct



Wrong



Cheer



Boo



Silence



TEAM 1  
0

0



TEAM 2  
0

0



200

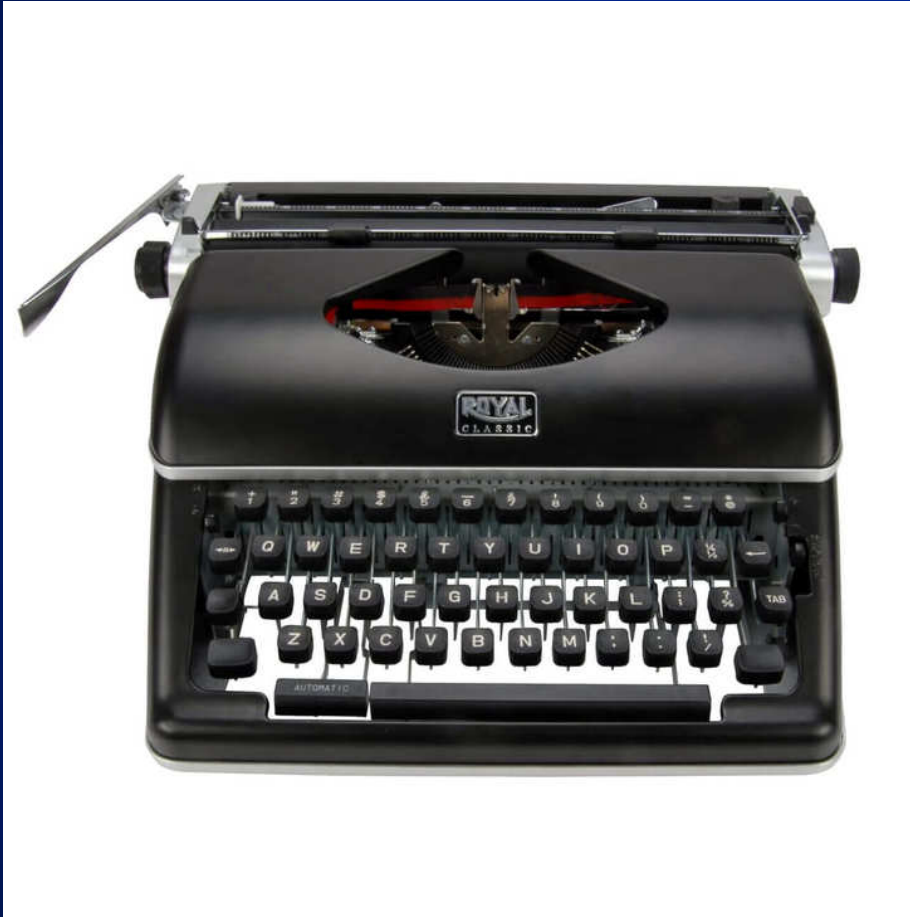
TEAM 3  
0

0



TEAM 4  
0

0



This generation actually used one of these



GO TO RESPONSE

**JEOPARDY**



Correct



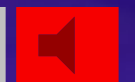
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0



# Baby Boomers

**JEOPARDY**



Correct



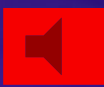
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0



# Shawshank redemption question.



GO TO RESPONSE

# JEOPARDY



Correct



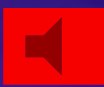
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0



# Gen X

# JEOPARDY!



Correct



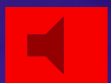
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0



**This generation was living in a material world with Madonna.**



Start Timer

GO TO RESPONSE

**JEOPARDY**



Correct



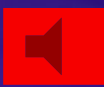
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0



# Gen X

# JEPARODY



Correct



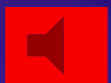
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0

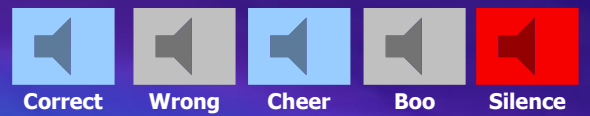


**This generation was most likely to invest in Game Stop in the recent stock market surge.**



GO TO RESPONSE

**JEOPARDY**



TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0



# Millennials

# JEOPARDY



Correct



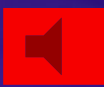
Wrong



Cheer



Boo



Silence



TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0



This generation is known as the “forgotten generation”



Start Timer

GO TO RESPONSE

JEOPARDY



Correct



Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0



# Gen X

# JEOPARDY!



Correct



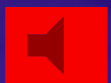
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0



**This generation can't  
answer a single question  
until they've found their  
glasses**



Start Timer

GO TO RESPONSE

**JEOPARDY**



Correct



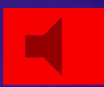
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0



# Baby Boomers

# JEOPARDY!



Correct



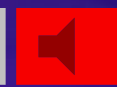
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0

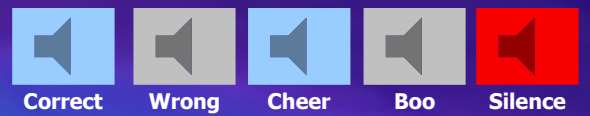


**This generation is known  
for being close minded  
and technologically  
challenged**



GO TO RESPONSE

**JEOPARDY**



TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0



# Baby Boomers

**JEOPARDY**



Correct



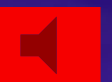
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0



**This generation only works as hard as needed and values a “work-life balance”**



Start Timer

GO TO RESPONSE

**JEOPARDY**



Correct



Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0



# Gen X

# JEOPARDY



Correct



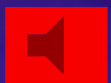
Wrong



Cheer



Boo



Silence



TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0

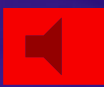


**This generation is known for being entitled, self-centered, industry killers.**



GO TO RESPONSE

**JEOPARDY**



Correct

Wrong

Cheer

Boo

Silence

TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0



# Millennials

**JEOPARDY**



Correct



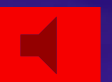
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0



**This generation had to  
walk in the snow,  
uphill, both ways to get  
to school**



Start Timer

GO TO RESPONSE

**JEOPARDY**



Correct



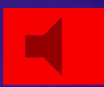
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0



# Baby Boomers

# JEOPARDY!



Correct



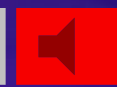
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0



**This generation is known as the “speak to the manager” generation**



Start Timer

GO TO RESPONSE

**JEOPARDY**



Correct



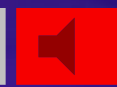
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0



# Gen X

# JEOPARDY



Correct



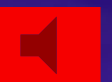
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0



This generation is  
obsessed with  
avocado toast



GO TO RESPONSE

**JEOPARDY**



Correct



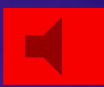
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0



# Millennials

**JEOPARDY**



Correct



Wrong



Cheer



Boo



Silence



TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0

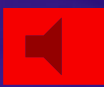


**This generation  
believes in  
participation trophies**



**GO TO  
RESPONSE**

**JEOPARDY**



Correct

Wrong

Cheer

Boo

Silence

TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0



# Millennials

**JEOPARDY**



Correct



Wrong



Cheer



Boo



Silence

TEAM 1  
0

0



TEAM 2  
0

0



500

TEAM 3  
0

0



TEAM 4  
0

0

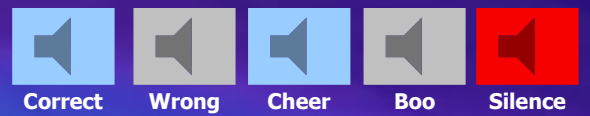


**This generation  
has the least  
amount of credit  
card debt.**



GO TO RESPONSE

**JEOPARDY**



TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0



# Millennials

# JEOPARDY



Correct



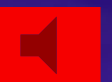
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0

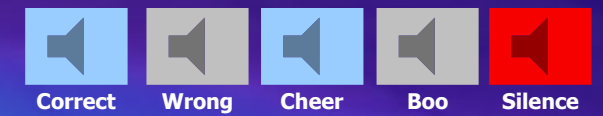


Members of this generation can tweet, re-tweet and follow you.



GO TO RESPONSE

JEPARODY



TEAM 1

0



TEAM 2

0



100

TEAM 3

0



TEAM 4

0



# Millennials

# JEOPARDY



Correct



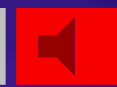
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0

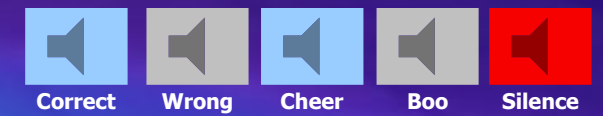


**This generation has probably stepped out a time or two to return a page on their beeper.**



GO TO RESPONSE

**JEOPARDY**



TEAM 1

0



TEAM 2

0



200

TEAM 3

0



TEAM 4

0



# Gen X

# JEOPARDY



Correct



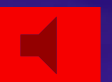
Wrong



Cheer



Boo



Silence



TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0

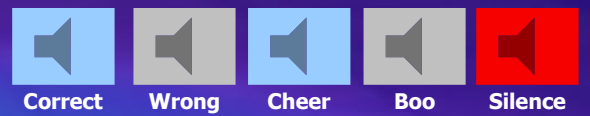


**This generation can't find  
the button to silence their  
cellphones.**



GO TO RESPONSE

**JEOPARDY**



TEAM 1

0



TEAM 2

0



300

TEAM 3

0



TEAM 4

0



# Baby Boomers

# JEOPARDY!



Correct



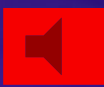
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0

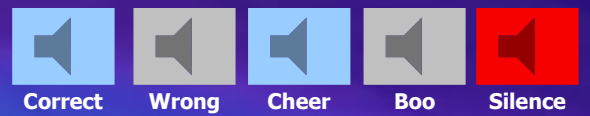


**This generation can't  
function without their  
cellphones.**



GO TO RESPONSE

**JEOPARDY**



TEAM 1

0



TEAM 2

0



400

TEAM 3

0



TEAM 4

0



# Millennials

**JEOPARDY**



Correct



Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0



**This generation was the first to have 50% of their parents' marriages end in divorce**



Start Timer

GO TO RESPONSE

**JEOPARDY**



Correct



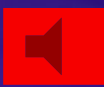
Wrong



Cheer



Boo



Silence

TEAM 1

0



TEAM 2

0



500

TEAM 3

0



TEAM 4

0



# Gen X

# JEPARODY



Correct



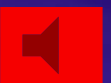
Wrong



Cheer



Boo



Silence

# FINAL JEOPARDOY

JEOPARDOY



Correct



Wrong



Cheer



Boo



Silence

**This is the most  
problematic  
generation.**

Start Timer

GO TO  
PROMPT  
(RESPONS  
E)

**JEOPARDY**



Correct



Wrong



Cheer



Boo



Silence



**All of them.**  
**Each generation refuses to**  
**believe they are part of the**  
**problem**

**JEOPARDY**



Correct



Wrong



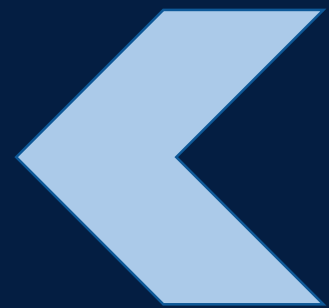
Cheer



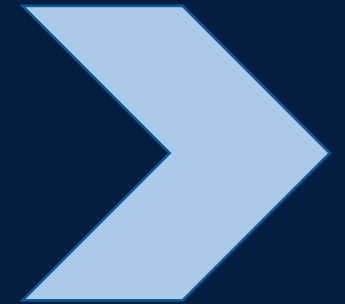
Boo



Silence



# Baby Boomers



# Characteristics of Boomers in the Workplace: Facts or Fiction?

Myths:	Facts:
Boomers are closed minded and set in their ways.	Boomers have been in the work force longer than Gen X-ers and Millennials and have a system already in place through their years of experience.
Boomers are the selfish “me” generation.	After retirement, Boomers tend to pick up an “encore” career by engaging in volunteer positions and thus continuing to give back to their community.
Boomers look down on the other generations.	Boomers don’t understand how to communicate with other generations who do not share their same work ethic and work understandings.
Boomers are terrible with technology.	Well...this one might be a little true. But they’re trying!

## POP UP QUESTION

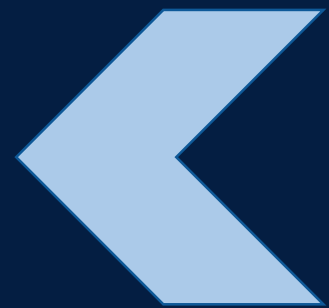
- What generation is John Tarpley?
  - A. Millennial
  - B. Gen-X
  - C. Baby Boomer
  - D. None of the above

# Characteristics of Boomers as Consumers: Facts or Fiction?

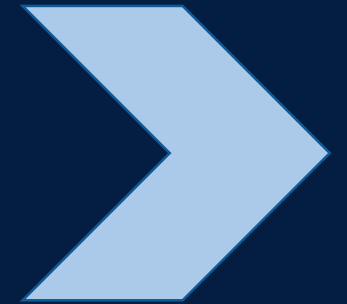
Myths:	Facts:
Boomers are driven by print advertising.	Boomers are much less likely to switch brands, making them the most loyal generation.
Boomers prioritize discounts over any other factor in choosing a brand.	Boomers actually based their decision off the customer service they receive in relation to a brand.

# How to Win (and keep!) Baby Boomers' Loyalty

- To maintain loyalty with Baby Boomers, brands should rely on already established communication channels such as direct mail and media spend to build those relationships.
- As long as Baby Boomers are presented with clear value and good customer service, brands can expect this generation's loyalty to remain strong.
- As for companies, Baby Boomers prefer to start at the bottom of the totem pole and work their way up the ladder.
- Stereotypes about Baby Boomers ability to learn new tasks is found to interfere with the training they receive. One study showed that when trainers were teaching Boomers how to perform a computer task, the trainers had rather low expectations of the Baby Boomer which led to worse training than when they believed they were teacher a younger generation.
  - Thus, inferior training may lead to reduced learning and potentially interfere with an employee's job performance.



# Generation X



# Characteristics of Gen X in the Workplace: Facts or Fiction?

Myths:	Facts:
Gen X are loners and poor collaborators	Gen X enjoy their independence but also like clearly communicated goals and expectations
Gen X are slackers that do not take their work seriously.	Gen X value a true work-life balance.



# Characteristics of Gen X as Consumers: Facts or Fiction?

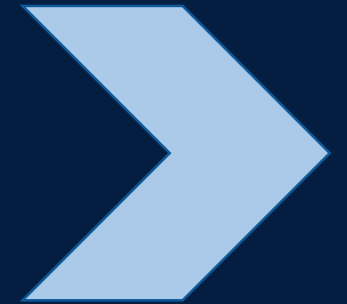
Myths:	Facts:
Gen X-ers are purely technology driven.	Gen X-ers are actually more likely to be receiving paper bills and continue to clip coupons.
Gen X-ers just don't care about anything.	Gen X-ers prefer to consume media that reflects their values and prefer brands who are authentic.
Gen X-ers shop around for different products until they find the right one.	Gen X-ers are more likely to find one brand they like and stick to it.

# How to Win (and keep!) Gen X-ers' Loyalty

- Gen X does not like being told what to do and tend to prefer working on their own instead of in a collaborative group setting. They want to be challenged by their work, but the most important factor to them is a job with a perfect work-life balance.
- Give them choices, let them use their resourcefulness.
- Give them goals and let them figure out how to reach them. Avoid micromanaging.
- Provide mentorship.
- Gen X-ers are less susceptible to trends and are more likely to buy a service or product that has a direct benefit to the society or the environment.
- Gen X-ers tend to research businesses on the internet even after seeing a TV commercial or newspaper ad. You'll want to make sure your company information and messaging are consistent across all directories, social platforms and, most importantly, your website



# Millennials



# Characteristics of Millennials in the Workplace: Facts or Fiction?

Myths:	Facts:
Millennials are lazy.	Millennials have a strong work ethic, but they do not always follow the mold of their predecessors for things such as a strict 8-5 work schedule, working only in the office and not remotely, or “paying their dues” at a company for the long term.
Millennials are not loyal to their employers, making it harder for companies to attract and retain millennial talent.	Millennial workers understand many businesses today see them as replaceable cogs in the machine, so they are more likely to always keep an eye out for new opportunities if they may arise.
Millennials only look for jobs that offer the most money.	Millennials prefer to work for companies that align with their goals, aspirations, and morals.
Millennials have a greater sense of entitlement.	Millennials were raised in an environment where they were allowed to voice their opinions. This translates to their natural tendency to want to do the same in the workplace—to be heard by their peers and superiors.

# Characteristics of Millennials as Consumers: Facts or Fiction?

Myths:	Facts:
Millennials float from brand to brand, never having any loyalty to a specific brand	Millennials are simply pickier about which brands they align their loyalty with. They seek personalized shopping experiences tailored to their specific wants and needs.
Millennials are most influenced by advertisements on social media.	Millennials rely more on reviews from their peers or word-of-mouth recommendations when forming opinions on a business.
Millennials are obsessed with “things” and are constantly buying goods.	Millennials prefer to spend their money on experiences, especially when they can do so with their friends and involve any sort of social media.
Millennials are cheap and like to cut corners with products.	Millennials are strategic and value seekers with regard to products that have long term values. They also love to try new products.

# How to Win (and keep!) Millennials' Loyalty

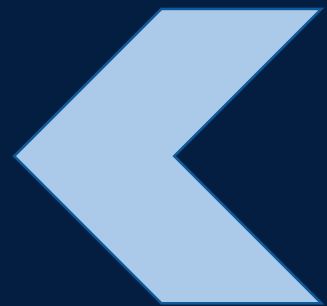
- To engage more with Millennials, brands should offer them opportunities to interact and share socially, such as hosting pop-up events or meetups in certain cities.
- Make them feel invested.
  - Have regular conversations with your employees about what each side wants from the role going forward and how you can help each other.

## **Example Questions:**

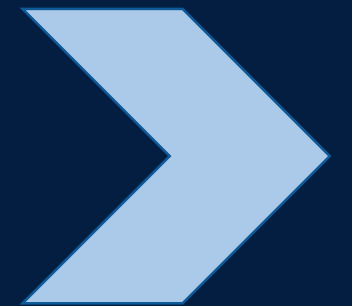
- What do you want from us?
  - What are we providing you in exchange
  - What do you want in the long term? The short-term?
  - What do you want from your career?
  - What kinds of goals do you have outside of work?
  - What motivates you?
- Millennial employees work the hardest when they are given responsibilities, achieve their goals, and are given the opportunities to build their resumes towards their long-term goals.
  - Millennials work will benefit a business/company/employer the most when they are given tasks that make them feel like they are building and working toward an ultimate goal. By bridging the gap between Boomers and Millennials, the two generations can work together to achieve the greatest possible outcome.

# Another Word from Our Panelists

- Briefly describe your company's current customer age demographics.
- Does your company have any initiatives or hope to implement any initiatives to expand its customer base further into other generations?



# Survey Results





# Attorney Survey Results

- 254 ALFAI attorneys completed the survey.
  - 37.80% are Millennials.
  - 33.46% are Gen X-ers.
  - 28.35% are Baby Boomers.

# Attorney Survey Results ( contd.)

- Reasons respondents considered leaving their current employment:
  - 49.51% answered that the compensation was not competitive enough.
  - 44.19% answered that they did not agree with their employer's internal policies and procedures.
  - A large portion of written in answers stated that they would consider leaving their current employment because they cannot maintain a work life balance with their firm's minimal billable hour and revenue collections requirements.

# Attorney Survey Results (contd.)

- So... what does this mean and how can employers use this data to retain employees and transform their business?

# THANK YOU! IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT ONE OF THE PRESENTERS



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