



Ashley V. Whillans

*Winning The War for Talent.
Modern Methods for
Attracting & Retaining
Employees*

*Given the struggle that
organizations face in today's tight
labor market, it is critical to
understand how to effectively
reward employees.*

*Ashley Whillans teaches at
Harvard Business School.*

*Her ongoing research investigates
whether & how intangible
incentives affect employee
motivation & well-being.*

*Her research has been published in
Harvard Business Review, The
New York Times, The Wall Street
Journal, and The Washington Post.*

MassHire North Central Employer Branding Conference

Becoming The Employer of Choice and Winning The War for Talent

April 9, 2019 11:30am—3:30pm
Devens Common Center
31 Andrews Pkwy, Devens, MA
Cost: \$50 per seat.

Presented by
MASSHIRE NORTH CENTRAL
CAREER CENTER
100 Erdman Way, Leominster
Phone: (978) 534-1481 X209



Matt Ward

*Becoming The Employer
of Choice Through
Employee Referrals*

*In this session Matt Ward
will show you exactly how to
attract and retain great
employees through word of
mouth referrals.*

*Matt is passionate about
helping employees,
managers, and business
owners move their business
and personal life to the next
level through word of mouth
referrals. He has experienced
all the same challenges that
most employees and business
owners face.*



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