



Generations at Work

Keynote speech, Half-day and Full-day Workshops

Overview

We have entered an era characterized by the most generationally-diverse workforce and customer base in history. Therefore, it is vital for business leaders to understand what attracts, inspires, and motivates employees and customers of different generations.

In this engaging workshop, participants will discover an entirely new approach to generational demography and the causes that drive the behaviors of six unique generations or, as we call them, Value Populations™.



Session Content

This keynote speech or workshop reveals:

- The 6 Value Populations that make up the current U.S. workforce and marketplace
- The 9 core values and the unique gift of each Value Population
- The 12 key workplace attributes of each Value Population
- Cultural factors and icons that shaped each Value Population's values and perspectives
- The generational shift occurring from an in-dependent to inter-dependent cultural model

* All workshops include job aides to help participants understand and work with each generation. The keynote speech is lecture only; half- and full-day workshops include practical exercises.

Learner Outcomes

When participants complete the workshop, they will be able to use this knowledge:

In the workplace to:

- Create a culture of greater inclusion and collaboration across different generations
- Decrease workplace conflict and increase employee engagement and productivity
- Implement effective strategies for recruitment, retention, rewards, and incentives

In marketing to:

- Make an instant and lasting connection with customers of different generations
- Improve customer service and turn customers into raving fans
- Increase market share by designing products and services that speak to customer values

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