



THE GENERATIONS PEOPLE

Gaining cutting-edge insights into what makes the generations tick, click and collide has never been more provocative, or more enthralling. Do you want an insightful presentation on the hottest talent trends accompanied by practical, applicable solutions? Are you struggling with generational gaps in recruiting, retention, or communication? Do you need to engage the newly-hired Millennials in the room without turning off the Generation Xers and Baby Boomers?

Boomer Lynne Lancaster, Xer David Stillman, Millennial Seth Mattison and team will present the insights and solutions you need in an unforgettable, entertaining style.

T.V. anchor Diane Sawyer said The Generations People... “shine a light on the cultural age differences and makes it as exciting as a brave new world.”

It’s a lot easier to explore gaps between the generations when they are on stage together; and it’s easier to relate to the generations when each one has a voice.

The Generations People are a multigenerational team of experts and speakers. Individually and together they deliver highly customized, high energy keynotes and workshops that entertain and enlighten audiences and leave them with plenty of practical, take home solutions. Presentations are grounded in original research conducted through surveys, focus groups, and one-on-one interviews.

TOPICS:

Rocking the Workplace: Managing and Leading Four Generations. If you think you’ve heard the generations topic before, guess again. The team that brought you the best-selling book, *When Generations Collide*, uses cutting-edge research, multimedia, stats and case studies to highlight what it’s going to take to attract and retain the best and brightest talent of every age. Find out...

- What makes the generations so different—and so perplexing?
- How will demographic shifts drastically change the ways we recruit, retain and manage in the next decade?
- How do you engage one generation without alienating another?
- What can leaders do now to plan for succession and win the war for talent?

The M-Factor: Seven Ways the Millennial Generation Is Shaking Things Up at Work. Eighty million Millennials are flooding into the workplace and clashing with the generations already there. Learn the seven surprising trends that shaped this influential generation and the best tips and techniques for managing them. Based on the brand new best-seller, *The M-Factor* (HarperBusiness 2010). Learn...

- How you can win the war for young talent and become the place Millennials want to work
- The keys for bridging communication gaps between texters, tweeters, and traditional communicators
- How to handle entitlement?
- What it takes to engage Millennials without alienating the other generations.

Selling and Marketing to the Generations. Markets are becoming increasingly segmented and one size no longer fits all clients and customers. This presentation reveals the hot buttons and preferences of Traditionalists, Boomers, Xers, and Millennials that marketers and sales people need to know to connect. This isn’t about inventing a new selling system—it’s about adding a generational lens to your already successful approach. Learn...

- What should sales people do to customize their message to each generation they sell to?
- What should managers know to coach all the generations on their sales team?
- How can marketers target campaigns to one generation without turning off another?
- How can you put a generational lens on your company’s selling system to make it even more impactful?

Just for Associations: Engaging Four Generations of Members. Generation gaps are making it nearly impossible to meet the needs of every generation of members. This program reveals how to connect with each cohort and create loyalty with every generation. You can’t afford not to see the association world through a generational lens. Topics include...

- How do you convince the generations to get involved with your association and stay committed?
- How can you connect with loyal traditional members while getting the young ones in the door?
- How can you engage four very diverse generations of staff?