

FIVE GENERATIONS. ONE WORKPLACE.



Cam Marston, acclaimed author, columnist, lecturer, and radio/podcast host is a leading expert on workplace and marketplace trends.

For the first time in history, five distinct generations – Matures, Boomers, Xers, Millennials and Gen Z – are employed side by side in the workplace. With differing values and seemingly incompatible views on how the workplace should function, these generations have stirred conflict in the business world. Witness the turnover, the lack of engagement, and management incomprehension and frustration. Knowledge of and effective management of this generational divide is vital to longevity and success. In fact, it is one of the most relevant and important demands your company can make of its leaders.

In this engaging presentation, Cam Marston teaches how each generation developed its core values, how these values manifest in the workplace daily as workplace preferences, and why they can all not only operate alongside each other but do so with extraordinary success. This program provides the detailed insight, concrete examples, and specific approaches to help frustrated managers build the personal connections needed to boost employee performance and retention. Audiences will learn that success results from increased generational awareness and incremental change.

Participants will walk away from this experience knowing:

- Common generational characteristics and core values
- How each generation defines success
- Specific leadership needs of each generation
- The new definition of company loyalty
- Fresh guidelines for team building

Amongst the generations, the only common ground is the intensity with which each generation holds fast to its value systems and preferences. Understanding and respecting these value systems and preferences are critical to bringing out the best in every employee.



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