

LEADING A MULTI- GENERATIONAL TEAM EFFECTIVELY

WORKSHOP



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

Leading Multi-Generational Teams is an out-of-your-seat, multi-media workshop using fun and engaging methods to expand leaders' existing knowledge and facilitate new and deeper insight into those who they lead. Providing multiple application opportunities, the workshop optimizes a leader's abilities to develop high performance teams and achieve better results on the job.

Participants learn the demographics, historical events, and parenting trends that created each generations' workplace preferences and how these preferences can become sources of conflict. Awareness, appreciation, and mastery of generational preferences enables leaders to address such conflict productively, if not avoid it altogether. Furthermore, mastery of generational preferences ensures productive team relationships and communications that promote creativity, innovation, teamwork, and performance.

The Gen-Flex® model—a tool for leaders to examine how generational preferences influence their own leadership approach on a case-by-case basis—is central to the workshop. The tool teaches leaders to adjust their approach to minimize generation gaps and lead effectively.

A flexible program, the course is available in half-day and full-day versions. Leading Generations can also be customized to integrate (or be integrated into) your organization's existing learning programs.



For more information contact

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