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For more information please contact

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ABOUT THE CLIENT

LexisNexis is a leading global provider of content-enabled workflow solutions designed specifically for professionals in the legal, risk management, corporate, government, law enforcement, accounting, and academic markets. LexisNexis originally pioneered online information with its Lexis and Nexis services. A member of Reed Elsevier, LexisNexis serves customers in more than 100 countries with more than 15,000 employees worldwide.

BUSINESS NEED

LexisNexis has a unique business advisory existing of top clients who come together a few times to provide in-depth, candid discussion about business trends, client experiences, and more. In return for their support and guidance, LexisNexis provides special external programming that will benefit this varied audience. In 2012 this programming was a facilitated discussion on generations in the workplace.

INSIGHT AND IMPACT

After a day of gathering important client feedback, LexisNexis leaders turned the tables and provided the gathered CEOs and business leaders with an eyeopening discussion about the challenges in leading, engaging and selling to a diverse set of generational expectations – content applicable to all the day’s guests. Cam Marston opened the topic with an introduction of the generations and their main characteristics, then engaged these highly-valued executives in a lively and efficient discourse on their common struggles, best practices, and innovative solutions. This extremely focused group of business leaders reflected on the demographics and anecdotal evidence Cam shared in this more intimate setting with great candor and interest, recognizing the applicability of the information across a range of industries and company types. LexisNexis was able to thank its valued guests for providing information critical to the company’s own business success by offering insights critical to their business success.