



BRIDGING THE GAP ENGAGING GENERATIONAL DIFFERENCES

For the last 18 years, Jeffrey Parsons has been working with organizations and individuals who are working to increase their awareness of the four generations in today's workforce. Who are the Traditionalists? Baby Boomers? Generation X? Millennials? *Engaging Generational Differences™* is essential for organizations and teams who are discovering each generation has a unique personality, behavior and communication style. The day of a "one-size-fits-all" leadership and communication styles no longer fit with today's workforce and customer's expectations. In order to remain competitive, organizations are faced with updating their recruiting/hiring practices, compensation / benefits packages, and work / life flexibility. The program is dedicated to helping organizations understand their generational differences and drive improved performance, Increase communication skills and relationship building among individuals and teams. We partner with organizations to prepare them for the changes and transitions within today's workforce:

Traditionalists: 73% of Traditionalists plan to return to work in some capacity after they retire.

Baby Boomers: More than 75% of workers 45+ feel that work is important to their self-esteem.

Generation X: Gen Xers have started 80% of the new businesses since 2000.

Millennials: Almost 6 in 10 employed Millennials say they already have switched careers at least once

Individuals will see an improvement in their leadership, relationship management and communication skills. Organizations will see improvement in employee engagement and retention in today's challenging work environment.

Workshop Description

So what is all this generational talk all about? The purpose of the workshop is to provide attendees an opportunity to explore the stereotypes, myths, and realities of our workforce. Particular attention will be focused on how these generations deal with and adapt to change along with communication and work styles. Attendees will be asked to explore from within themselves how to appropriately educate and influence their thinking around generational differences. Subsequently, participants will be creating action plans to rise to the challenge of creating a workforce that is inclusive, open to new ideas, and ready to embrace today's workforce and the rising service expectations. Additionally, they will be expected to identify how they will personally commit their role to improving teamwork and driving increased business results.

Learner Outcomes (NOTE: These outcomes are based on a 4 – 8 hour seminar.)

- Increase their personal awareness of the labels and stereotypes given to people in our workforce.
- Identify the primary influences and characteristics of the four Generations: Traditionalists, Baby Boomers, Generation X, and the Millennials.
- Explore the workplace trends, communication challenges and best practices facing employers today.
- Create personal actions to increase teamwork with those of varied backgrounds to improve business results

Organizational Results

- Increased awareness and communication styles of a multi-generational workforce
- Teamwork among and within your leadership and employee teams
- Increased productivity
- Reduced attrition; increased retention
- Leverages diversity and inclusion

