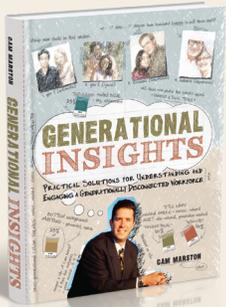


From the leading expert on the generations and author of *Generational Insights*.



Generational Diversity at Work

Searching for the common ground

For the first time in history, four distinct generations - Matures, Boomers, Xers and Millennials - are employed side by side in the workplace. With differing values and seemingly incompatible views on leadership, these generations have stirred up unprecedented conflict in the business world. Understanding generational diversity and its impact on business relationships is vital to a company's longevity and success. In fact, it is the most important demand your company can make of its management and staff.

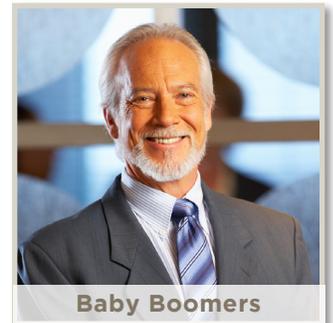


Matures

“Understanding generational diversity and its impact on business relationships is vital to a company's longevity and success.”

Eliminating generational discord is grounded in understanding what makes each tick.

- What are their core values?
- What do they expect of their leaders?
- How do they define success?
- How are they different than you?



Baby Boomers

In this engaging presentation, Cam Marston answers these questions and more. Learn how each generation developed its core values, how that manifests in the workplace today, and why they can all not only operate alongside each other, but do so with extraordinary success. This program provides the generational insight, concrete examples and specific approaches required to help individuals with widely varying value sets work well together, ultimately improving both employee performance and retention.



Generation X

Walk away from this experience knowing:

- Common generational characteristics
- Specific leadership needs of each generation
- The new definition of company loyalty
- Fresh guidelines for team building

As you will learn, the only common ground is the intensity with which each generation holds fast to its value systems. Understanding and respecting those generational biases are critical to bringing out the best in every employee.



Millennials



CAM MARSTON

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