

LEADERSHIP IN A DISTRACTED WORLD

Our communication preferences have a lot to do with our generation; with what we experienced when we were a child and how we were raised. We were vulnerable and very impressionable and so much of who we are today comes as a result of those formative life stages. Our communication preferences were cemented as children and, for most of us, those same preferences are the ones we rely on today as leaders.

We presume that our communication preferences are shared by others; that other will like and prefer what we like and prefer. Yet nothing could be further from the truth. Our preferences may be shared within our generation but it is unlikely that other generations around us share those same preferences. Their coming of age experiences shaped them differently, and their preferences are different. When we unwittingly only stay within our own communication preferences and don't take into consideration the preferences of the others around us we will struggle as leaders.

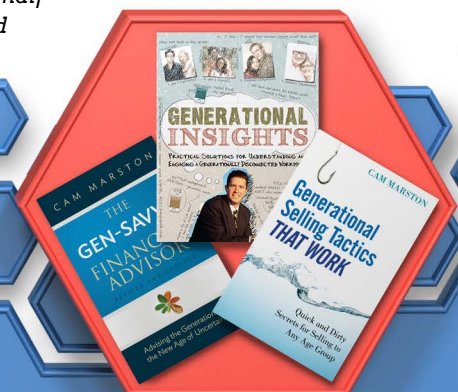
In today's distracted world, with so much pulling at our attention at every moment of every day, our teams seek leaders who can cut through the clutter and get their message through. Our teams seek leaders who are both empathetic and succinct. Who are both reliable and honorable. Each member of our team wants to boast that their boss "gets me." And communication plays a big role in that.

In twenty years of research on generational preferences we've realized the extraordinary role generational communication preferences play in leadership. Some naturally empathic people quickly pick it up. Others learn eventually through trial and error. But our instruction and insights will flatten the learning curve. We'll get you inside the communication preferences of each of your team's generations so that you'll know what each of your generations of employees want from you. Some of our insights are obvious things hidden in plain sight. Other insights are a bit more in-depth and need explanation. Regardless, by the end of the presentation you'll have insights and tactics that you will apply to your teams with ease and quickly see and feel the success.

Note: Some of this content comes from our Leading Multi-Generational Teams half-day workshop which allows us to bring quick exercises into the presentation and enhance the take-aways. Exercise use is dependent on audience size.



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