



Transforming generational differences into a competitive advantage

Generational Guru Speaking Topics for Educating and Inspiring the Workforce of the Future:

- Embracing Millennials
- How to Get the Most Out of Your Millennial Employees
- Millennials Can Be Great Leaders
- How Millennials Can Help Your R.O.I.
- Bridging the Generational Gap: Collaboration vs. Collision
- How to Increase your Customer Service Across the Generations
- The Art of Communicating in the 21st Century
- Leadership — How to Leverage the Unique Traits of each Generation to Build the Workforce of the Future
- The Leadership Development Success Formula: One Size Doesn't Fit All in Today's Workplace
- Marketing & Selling Across the Generations
- Dynamic Communication: Bridging Generational Divide in the Workplace

Embracing Millennials

Global businesses are in the early stages of being rocked by the arrival of a new and powerful generation. Who are these kids? Millennials (born 1980 to 1996, and the first generation to rival Baby Boomers in population size) are showing up at work with their own set of expectations, attitudes, and values. Tech savvy, demanding, and ambitious, they're bringing with them an entirely new way of doing business. How prepared are Gen Xers, Baby Boomers and Traditionalists to motivate and manage them?

"Embracing Millennials" offers strategies for Attracting, Retaining & Engaging this influential generation as our future leaders in the new work force. Companies that are forewarned and prepared to make changes to meet their needs will reap the rewards of the millennial generation's talents, creativity, and pragmatic approach to the world of work.

How to Get the Most Out of Your Millennial Employees

Generational differences are a challenge for even the most experienced leaders. Considering many organizations currently employ a minimum of three of the four generations, the generational puzzle is not getting any easier to decode.

So, what can you do today to solve your generational challenges, and improve recruitment, retention, communication and engagement across the generational divide?

In this powerful session, Sherri Elliott-Yearly, Generational Guru and bestselling author of "Ties to Tattoos: Turning Generational Differences into A Competitive Advantage", shares new research on Millennials

("Gen Y"), Generation X, and Baby Boomers along with the few Traditionalists still in the workplace.

The Generational Guru shares exclusive research that uncovers the truth about the differences between working in a multi-generation workforce with Generational DNA and Generational Personality. Learn what is going on, why, and what you can do today to drive measurable results-directly from the leading generational expert.

- Discover the shocking management request that will have Millennials wanting to quit on the spot
- Learn how the different generations prefer to be communicated with in the workplace - but are afraid to tell you
- Discover the top five ways to increase recruiting, retention and engagement now

Don't miss your chance to gain valuable insight directly from the leading generational expert, the Generational Guru today.

Millennials Can Be Great Leaders

Millennial managers are skyrocketing to the top as the fastest generation of managers in many workplaces. But according to them, they don't know how to "lead" employees and they don't want too either! Millennial managers bring a new, valuable attitude and a needed technological skill set, yet they lack the ability to conduct face-to-face meetings with each other or their peers. This new leadership style is creating new and exciting challenges for organizations around the world.

The Generational Guru reveals what millennial managers, executives, and entrepreneurs must know and do in order for them to achieve their Life-Work Balance. Sherri shares surprising insights for leading people older than yourself, who think differently than you do, specific ways to leverage your talent, and exactly how to earn respect in a generationally diverse workplace.

Sherri reveals a new approach to fast career traction based on you showing your value first. She delivers easily applicable strategies that earn you the R-E-S-P-E-C-T you desire.

How Millennials Can Help Your R.O.I.

Millennials are the fastest-growing generation in the workforce today. Along with timely skills and valuable ambition, they bring unique expectations when they enter the workplace that can frustrate the most experienced leaders and managers. You may have seen this in your own workplace or with your own millennials, I know I have! Their definition of business casual is "Flip Flop Fridays" every day! In "Ties to Tattoos," bestselling Generational author, Sherri Elliott-Yearly reveals new strategies based on her millennial research that directly determines this generation's workplace performance. She is effectively able to distinguish between stereotypes and real research findings, and provides proven strategies you can use right away to improve your Millennial Recruiting, Retention, and Engagement.

Bridging the Generational Gap: Collaboration vs. Collision

Four distinct generations are working shoulder to shoulder in today's business and nonprofit organizations, each carrying a unique set of attitudes, values, and work styles. It used to be that the "older" workers were bosses and the "Millennials" took orders. Now, roles are drastically different and the rules of the workplace are being challenged. Organizations are feeling the effects of the generational gaps as they struggle to manage productivity and morale while attempting to maintain high standards of quality and service.

“Bridging the Generational Gap” demonstrates why it’s important to understand what shaped the generations and why they behave the way they do. We talk about generational issues, such as the challenges posed by Millennials entering the workforce with distinct expectations, and the Baby Boomer philosophy that Millennials must be just like them in order to be successful. Learn about Collision Points—areas at work where the generations are bumping up against each other and causing problems. We discuss how generation gaps hurt your bottom line, what to do about the approaching talent gap, and how to understand and implement the keys to retaining the generations you need the most. Overall, you will discover how to convert this critical form of diversity from an obstacle into an exciting opportunity.

How to Increase your Customer Service Across the Generations

The best-in-class customer service providers understand what specific customer service requirements mean to each generation. Whether on the phone, online or face-to-face, attitudes and biases can be reflected in what you say and how you say it. For example, common courtesies often are interpreted differently by each generation. Imagine a millennial nurse walking into a hospital room and asking Susan, her patient, how she is doing, but ‘Susan’ is a Traditionalist and she is immediately offended by the millennial’s clear lack of respect by not addressing her as Mrs. Susan Smith. And why doesn’t the millennial turn off that irritating tweeting noise when she is talking to her patients, can’t they see it is distracting? An organization’s strategies must reflect the changing face of a multi-generational customer base to be competitive.

You will gain a distinct competitive edge by training your staff on the traits of your four generations of customers. This, as well as tips on how to communicate more effectively with each generation, will increase collaboration and communication in your workplace.

Learn through the entertaining and humorous real life stories the Generational Guru shares to help you avoid patronizing behaviors and capitalize on emotional connections to make every customer’s experience a positive one.

The Art of Communicating in the 21st Century

Did you know that your social status and annual income are related to your ability to communicate? Are you aware that public speaking is one of many people’s greatest fears? Did you realize there is a disconnect between the way Millennials communicate with Baby Boomers and Traditionalists?

This session is aimed at professionals who want to continually improve their communication skills in the 21st century. Social Learning, Collaborative Work, Social Communication, Social Marketing, and Social Networking are all topics to be covered in this session.

Leadership—How to Leverage the Unique Traits of each Generation to Build the Workforce of the Future

Being a leader in today’s workplace is more complicated than ever before. Leaders are not only being required to increase employee diversity, but factors such as rapidly changing technology, an uncertain economy, mergers, closings, and layoffs have made today’s workplace more challenging than ever. Leadership is not necessarily determined by one’s position on an organization chart or what’s on a resume, it is a role played in one’s organization, church and community. With all of these roles constantly changing, being a leader can simply mean being open to change, being reliable, and being responsible,

regardless of age or position on the corporate ladder.

The attitudes of the generations vary from attitudes about loyalty, to staying on the cutting edge of technology. Each generation brings unique leadership traits to their workplace.

While some organizations are trying to figure out which generation's way of leading is best, there is no cookie cutter solution. In reality, no generation is better or worse, they're just different.

The Generational Guru will help your organization identify the obstacles and opportunities for leadership within each generation and understand the potential impact everyone can make as a leader.

The Leadership Development Success Formula: One Size Doesn't Fit All in Today's Workplace

Does one size or structure of a leadership development strategy work today, when we have four generations working side-by-side with different needs and wants? Not exactly!

Come explore and learn with us in this highly interactive session. The speaker will present a variety of tips and techniques to expand and enrich your toolkit for designing and delivering exceptional leadership development strategies to support your organization's action plan.

You will leave this session with resources ready to be applied in the workplace to create a successful leadership development formula that is unique and customized for you, or your clients' organizations. Sherri Elliott-Yearly represents a wealth of experience in training design, delivery, and development of leadership programs, with a focus on integrated talent management.

You will have the opportunity to engage in each of the activities presented. This session will provide a variety of delivery methods, such as:

- Establishment of a road map where participants capture the ideas offered in the session as a take-home tool.
- Exercises that inspire and drive home the key learning points.
- Small-group storytelling and discussions that identify and explore a variety of effective approaches and strategies to leadership development in today's world of work.
- Demonstrate and apply some practical tools, including tools already in use in the workplace to increase and enhance leadership development efforts.

Marketing & Selling Across Generations

The best marketing teams and salespeople have always needed a highly developed arsenal to help them reach potential buyers and connect with customers to improve sales. Now they must also embrace and understand each of the generations in today's marketplace, how they differ in their approach and communication style, and how their unique talents play a large part in the sales and marketing process. How can you identify the hot buttons of your top sales performers? What messages will appeal to your multi-generational customer base?

These questions and more are addressed in a highly entertaining program that helps energize marketing gurus and salespeople, and teaches sure-fire strategies for sharpening your generational edge in the marketing and selling arenas. It shows audiences how generational insights can transform marketing campaigns and sales efforts. Generation gaps are everywhere, and businesses can gain a distinct

competitive edge if they get to know who the generations are, what makes them tick, and how to make every generational connection count.

Dynamic Communication: Bridging Generational Divide in the Workplace

In our fast-paced, high-tech, low-touch world, the art of effective communication is becoming lost. Regaining this art can provide organizations with a true competitive advantage.

Adding fuel to that fire is another workplace dynamic, the mix of four distinct generations, Traditionalists, Boomers, Gen Xers, and Millennials, all working together! This dynamic is creating disconnects in communication and is inhibiting productivity and success.

The generations composing the workforce have grown up in vastly different times. Their backgrounds, experiences, beliefs, and approaches vary immensely, shaping different work styles that can create barriers to effective communication. In order to create an environment where multigenerational groups can no longer just Survive, but Thrive, organizations must invest time and energy into understanding the communication styles of their employees.

One proven strategy involves creating a common “language” to bridge generation gaps and lay a foundation for a productive work environment. In order to create this common language, organizations must understand how their people behave, communicate, are motivated, make decisions, and deal with change, risk, and conflict. You can then apply this knowledge to break down communication barriers to success.

This session will provide practical skills that can be leveraged to assist organizations in breaking down those communication barriers. You can harness the strengths of these various generations into a cohesive team and create a true competitive advantage.

You will learn about the distinct characteristics of the various generations and how they’re causing communication gaps, discover how to break down communication barriers and create a common language, and then identify tools you can use to empower the various generations to work together as a cohesive team.

Request information today on any of the Generational Guru’s acclaimed programs, available as a customized keynote presentation, half-day program or full-day training events.

Generational Collaboration in Higher Education

How in the world can two learners have such divergent reactions to the same learning experience? How could one person love a creative activity and another say it was a waste of time? Or one rave that the facilitator was an enthralling savant and another say the same facilitator was boring? One explanation is that generational differences in the classroom create differing preferences and expectations among learners.

Often when we think about diversity in the classroom we consider dimensions like gender, race, and culture. In this speech, I address how our cultural origin and upbringing influences classroom expectations, behavior, and experiences.

In other words, where and how learners were raised and educated affects how they perceive and en-

gage in formal learning as adults. Likewise, where learners grew up and went to school greatly influences their perspectives on learning. Given the historic generational diversity in today's workplace, we must move beyond the way each of us was personally educated and accommodate the full spectrum of generational differences in today's training classrooms and in higher education.

Our training classrooms are more generationally diverse than ever before, and each generation has its own unique perspectives and preferences regarding learning. There is no one-size-fits-all solution to accommodate all those preferences, but if we employ sound instructional methodologies, a variety of modalities, and solid facilitation techniques, we can overcome fundamental generational differences and provide learning experiences that engage and benefit everyone.