Why Now?

WHY THE GENERATIONS TOPIC IN TOUGH ECONOMIC TIMES?

When **budgets are tight**, organizations want **speakers who add value.** They want **relevant topics** that address **critical bottom line issues** and who provide **practical solutions** that inspire and **empower audiences.**

It's really about people.

So many meetings today focus on dollars, numbers, and survival—as they should. But it's important to remember that it's people who are keeping companies afloat, and the generations are facing unique challenges during these scary times:

- **Traditionalists** are retiring, yet they have wisdom to share. How can you avoid brain drain and capture their knowledge before it's too late?
- **Boomers** hoping to retire are rethinking their plans. How do you keep them engaged and find new ways to deploy them effectively?
- **Generation Xers** are stuck behind a logjam of Boomers and are impatient to get moving. How do you keep valuable future leaders developing in lean times?
- **Millennials** are a resource we can't afford to waste. How can you be savvy about hiring and retaining them even in a time of cutbacks?

About BridgeWorks

Co-founded by Lynne Lancaster and David Stillman, BridgeWorks has been dedicated to understanding the generations, diagnosing generational problems, and solving real-time business issues for more than a decade. Our highly tailored, high-energy programs are smart, positive, respectful, humorous, and above all, strategic.

WE HELP ORGANIZATIONS COMPETE, SURVIVE, AND THRIVE.

Speeches and Workshops

When the economy is down, it's important to keep morale up. Our fast-paced multimedia presentations are filled with critical information, humor and inspiration…

- **Managing Four Generations in Turbulent Times:** It's all about how to engage four generations of employees when the outlook is challenging.
- **Leadership–Bringing Out the Best in Every Generation:** We provide strategic insights into each generation's unique leadership style as well as on how each wants to be led.
- **Make Way for Millennials:** As a new generation shows up at work, managers and employees need to understand them so they are productive and engaged from day one.
- **Marketing and Selling to Four Generations:** One size doesn't fit all! We help energize sales people and marketing teams with dynamic new tips on how to connect with the generations.

- **Getting to Give—Engaging Donors and Volunteers:** We help foundations and other non-profit organizations connect with four generations of members, donors and volunteers.
- **Attracting and Retaining Four Generations of Members:** We teach associations ways to attract new members and keep current members active and engaged even in an economic downturn.
- **Customer Service and the Generations:** Each generation defines customer service differently; tapping into these differences can create a competitive advantage.

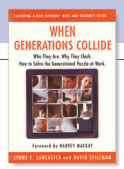
BridgeWorks' Corporate Entertainment

Hard to justify spending big dollars for headline entertainment? ***TimesFour*** is the perfect solution.

A one-man show, *TimesFour* uses clever staging, props and costumes to explore the gaps between the generations we live, work and play with.

TimesFour is…

- **customized**…. We tailor it for each client company.
- **for everyone**… From the new Millennial intern to the seasoned Traditionalist CEO, *TimesFour* brings the generations together.
- **educational**… The show keeps everyone entertained and gets audiences thinking and talking, giving the show that strategic edge.
- **all-inclusive** … The show price includes EVERYTHING! No hidden costs.



Lynne Lancaster and David Stillman are co-authors of the lively best seller *When Generations Collide* (HarperCollins) and are currently at work on a new book about Millennials due out in early 2010. To learn more, please visit our website.

BridgeWorks
SOLVING THE GENERATIONAL PUZZLE

www.generations.com