

BridgeWorks' Topics: Education and Inspiration for a Changing World...

- **Managing Four Generations in Turbulent Times**
- **Leadership—Bringing Out the Best in Every Generation**
- **Make Way for Millennials**
- **Marketing and Selling to Four Generations**
- **Getting to Give: Engaging Donors and Volunteers**
- **Attracting and Retaining Four Generations of Association Members**
- **Customer Service and the Generations**

Program descriptions...

Managing Four Generations in Turbulent Times

Four distinct generations are working shoulder to shoulder in today's business and nonprofit organizations—each with a unique set of attitudes, values and work styles. It used to be that older workers were bosses and younger ones took orders. Now, roles are all over the map and rules are being rewritten. Organizations are feeling the pain of generation gaps as they struggle to manage productivity and morale while maintaining high standards of quality and service in a challenging economy.

Managing Four Generations in Turbulent Times demonstrates not only why it's important to understand what shaped the generations and why they behave the way they do, but the challenges they face during an economic downturn. Learn about *ClashPoints*TM—areas at work where the generations are bumping up against each other and causing problems. Find out how generation gaps hit the bottom line. Learn what to do about the approaching talent gap; grasp the keys to retaining the generations you need the most; and discover how to convert this form of diversity from an obstacle into an opportunity.

Leadership—Bringing out the Best in Every Generation

Leading today is more complicated than ever before. Besides greater employee diversity, factors such as rapidly changing technology, an uncertain economy, mergers, closings, and layoffs have made today's workplace more challenging than in the past. Leadership is not necessarily determined by one's position on an organization chart or what's on a resume. With roles constantly changing, being a leader can simply mean being reliable and responsible, regardless of age or rung on the corporate ladder.

From attitudes about loyalty to staying on the cutting edge, each generation brings unique leadership traits to work. While some try to figure out which generation's way of leading is best, in reality no generation is better or worse, they're just different. Our speaker(s) will help you identify the obstacles and opportunities for leadership within each generation and understand the potential impact everyone can make as a leader.



Make Way for Millennials

American business is in the early stages of being rocked by the arrival of a new and powerful generation. Who are these kids? Millennials (born 1982 to 2000)—the first generation to rival Baby Boomers in population size—are showing up at work with their own set of attitudes, expectations and values. Techno-savvy, demanding and ambitious, they're bringing with them an entirely new way of doing business. How prepared will Gen Xers, Baby Boomers and Traditionalists be to manage them?

Make Way for Millennials offers strategies for recruiting, retaining and motivating this influential new work force. Companies that are forewarned and forearmed will reap the rewards of the Millennial generation's talents, creative and pragmatic approach to the world of work.



Marketing and Selling to Four Generations

The best marketing teams and salespeople need an arsenal of tools to help them reach potential buyers and finalize sales. Among these is a clear understanding of who the generations are in today's marketplace, how they differ, and how their unique needs and desires play out in the sales process. How do you find the "hot buttons"? What messages will appeal to each generation?

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.

Getting to Give

Foundations and other nonprofit organizations suffer the same frustrations and face the same workplace problems as profit making companies. To be effective, nonprofits need good leadership, strong management systems, marketing savvy, and an ongoing commitment to excellence. They also need to understand what motivates four generations of staff, volunteers and donors to give their time and their money.

Awareness of generational differences is crucial to organizations that must compete for well-qualified and loyal workers when resources are limited. What messages will attract skilled workers to the non-profit world? What does it take to make connections with Traditionalists, Boomers, Generation Xers, and Millennials, so they not only donate but also keep giving? How does acknowledging donors of each generation differ? Board members, staff and hands-on service providers will learn to reach across generation gaps and build lasting bridges.



Attracting and Retaining Four Generations of Association Members

Associations exist primarily to serve their members. But serving is tougher today as key resources are shrinking and government has taken a diminished role in funding programs. In addition to these challenges, today's associations are made up of four diverse and outspoken generations of members. While Traditionalists and Baby Boomers have been loyal attendees for a long time, Generation Xers, and now Millennials are proving tougher to attract and retain. Putting on a great conference or convention is no longer enough.

The key is figuring out the right scale and combination of services needed to satisfy each generation of members. How do the expectations of each generation differ around engagement—working relationships, time commitments, and returns they should expect from association membership? The ability to capitalize on each generation's energy, expertise, and leadership potential has never been more critical.

Customer Service and the Generations

The best customer service providers understand what “service” means 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; common courtesies often are interpreted differently by different generations. An organization's strategies must reflect the changing face of a multi-generational customer base.

Gain a distinct competitive edge by teaching your customer service reps who the four generations of customers are and how to communicate more effectively with each one. Learn through humorous sketches and real-life examples how to avoid patronizing behaviors and capitalize on emotional connections to make every customer's experience a positive one.

Lynne Lancaster and David Stillman speak as a team or individually. They present their highly customized programs in various formats including keynote presentations, workshops, seminars, and dinner programs.

