



Come Together: Generational Differences and How to Effectively Work with People of All Ages

OCTOBER 5, 2017
8:30 A.M.–4:30 P.M.

Why don't Boomers realize there's more to life than work? And why don't Millennials realize that their 5:00 pm yoga class does not take precedence over a client deadline? What happened to "paying your dues?" Why doesn't my supervisor praise me and appreciate me for all the great things I do every day?

These questions are being asked and grumbled about in every office everywhere in the country. Anytime two or more generations work side by side, there are going to be potential differences in the approach to work and collaboration. How do you learn to work with someone who has such a different approach to work, not to mention their values and priorities?

This presentation focuses on key generational differences and how you can work effectively with someone of any age - and enjoy it!

This program will help leaders:

- Understand the 4 generations and the experiences that have shaped and defined them in meaningful ways
- Discover how different generations can come together to better serve your company, both internally (employees) and externally (with clients)
- Learn specific do's and don'ts and common obstacles faced with different generations



KELLY MCDONALD

Named #1 On Successful Meetings Magazine's List of "26 Hot Speakers." Kelly McDonald is a marketing and advertising expert with 20 years of ad agency experience. Her company, McDonald Marketing, was named one of the "Top Ad Agencies in the U.S." by Advertising Age Magazine. She's been featured in *BusinessWeek*, on CNNMoney.com and on *Sirius/XM Radio*.