

# The Sandwich Manager

## Simple Solutions for Managing Those 17 To 70

Learn the essentials for navigating the diversity of desires, expectations and experience of today's evolving workforce.

It's the fastest growing category of managers in today's workplace . . . the sandwich manager. If you supervise those older and younger at the same time you qualify. With the historic situation of having four – soon to be five – generations in the workplace, sandwich managing adds a new layer of complexity, and heartburn, to most management jobs.

How do you deal with the entrenched, but antiquated, practices of veteran contributors? How do you balance the fine line between impatient newcomers and those not ready to be pushed out? How can you negotiate between the enthusiastic desires of those in their 20s and the careful deliberation of veteran executives? That is what this session is all about.

Filled with stories and practical examples from those in the field, you'll walk away with the insights you need to successfully navigate between the age groups in your workplace and engage them at the same time.



- How to connect with veteran contributors from the very first day..
- How to set clear expectations for all ages without fostering resentment.
- How to promote continual mentoring and coaching between workforce veterans and emerging workers.
- How to gain the respect of veteran skeptics who resent being supervised by someone a generation younger.
- How to re-engage the veteran contributor who is going through the motions.
- How to engage workplace newcomers and get them to perform from the get-go.
- How to implement a rewards and recognition program in a cross-generational environment.
- How to cope successfully with the inevitable cross-generational conflicts that arise in any workplace.
- How to implement an effective training and development effort in a cross-generational workplace.
- How to promote an on-going knowledge transfer effort between the generations you supervise.

The bottom line . . .

Becoming a sandwich manager presents both opportunities and obstacles. Those who embrace the role become the effective leaders of tomorrow.

To check availability . . .

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## What others are saying...

*"FASTSIGNS is all abuzz about Bob!"*

Claire Billingsley  
FASTSIGNS International

*"I know you had the attention of our members because I heard you quoted time after time throughout the rest of the convention."*

Donna Stollfus  
Rocky Mountain Association of Fairs

*"You were a terrific success. Judging by the questions and number of people taking notes, your comments were right on target."*

Henry Bergson  
National Electrical Manufacturers  
Representatives Association

*"You definitely struck a chord with the audience. Excellent Job!"*

Georgia Foley  
Specialty Tools & Fasteners Distributors  
Association

*"I'll bet I had 15 people come up to me and express appreciation for what you shared."*

Harry Norris  
National Confectioners Logistics Council

## About your presenter...

Bob Wendover has been researching and writing about workforce transition issues for more than 25 years. He is the award-winning author of *Business-to-Business Selling and the Emerging Generations*, *Crossing the Generational Divide*, *High Performance Hiring*, *Recruiting for High Performance*, *Two Minute Motivation*, and *Figure It Out!*, among other publications. He appears regularly in national and local media and has conducted more than 1500 seminars and workshops. But he's no "sage on the stage." He was conducting interactive keynotes way before the term was coined. That's the type of session at which Bob has become a master. He's spoken everywhere from the towers of Wall Street to the outback of Alaska. He will entertain you. He will inform you. But most important, he will provide tailored solutions that are easy to implement.



**Bob Wendover**

## Clients Include

- Alegent Health
- American College of Healthcare Executives
- Association for Manufacturing Technology
- Chevron USA
- Children's Hospital Association
- Citigroup
- CITGO
- Colorado Rockies Baseball Club
- Construction Users Roundtable
- Dairy Queen
- Dematic
- Deutsche Bank, NA
- Energy Generation Conference
- FASTSIGNS
- First Trust Corporation
- IBM
- Idaho Power Company
- IGA -Supervalu
- Intel Corporation
- Kaiser Permanente
- KPMG
- Major League Baseball
- McLane
- Mighty Auto Parts
- Otter Tail Power Company
- Parker Hannifin
- Providence Health
- Salt River Project
- Sartorius
- Shell Oil
- State Farm Mutual Insurance
- Super 8 Motels
- University of Industrial Distribution
- Westar Energy
- And numerous associations, government agencies and educational institutions.