

# Whatever!

## Managing The Generational Divide in Today's Digital Workplace

Master the art and science of supervising and engaging employees of all ages in the same environment.

The Millennials are pushing to advance. The Boomers are staying put. The Xers are squeezed in between. The generational transition is here to stay. But how do you manage these competing attitudes, expectations and approaches to work? This entertaining and interactive session shows you how top workplaces foster engagement and enhance productivity between today's digital immigrants and digital natives.

Learn how to balance the demands of emerging contributors with the expectations and practices of seasoned professionals. Loaded with practical examples from managers on the front line, you'll walk away with simple but powerful strategies for integrating the most diverse workforce the nation has ever seen.



- Engage impatient young contributors and get them to focus on the tasks at hand.
- Balance young workers' expectation for flexibility with the demands of the work.
- Improve the face-to-face communication skills of emerging professionals.
- Manage the "Millennial undercurrent" that can sap cross-generational cooperation.
- Eliminate the parade of constant questions in managers' offices.
- Improve day-to-day critical thinking and decision making.
- Establish communication protocols between your digital immigrants and digital natives.
- Engage your "I'm always looking for the next opportunity" workers and improve retention among top talent.
- Unglue your front-line people from their screens and improve productivity.

### The bottom line . . .

Generational differences are here to stay. Those who learn to collaborate across the ages will be the effective leaders of tomorrow.

### To check availability . . .

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[www.commonsenseenterprises.net](http://www.commonsenseenterprises.net)



## 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 *Crossing the Generational Divide*, *Business-to-Business Selling and the Emerging Generations*, *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.