Principles for Leading Across Generations

Gone are the days when community leaders and business managers could parcel out isolated tasks with little or no explanation of the overall purpose or “big picture,” and expect those orders to be executed with enthusiasm. Leaders understand that we look for meaning in our work. As employees, or as volunteers in organizations or communities, we contribute because it has meaning . . . . and this is especially important for younger generations. Meaning comes from two sources: the mission of the organization and each person’s sense of how he or she can contribute. The “big picture” has to come from leadership. Leaders must understand the principles for leading all the generations.

In his plenary address, Tim Moore will share a framework that will help you understand generational differences and how to find effective leadership strategies that will speak to all generations. From this presentation, you will understand:

- Common generational characteristics
- Specific leadership needs of each generation
- The new definition of loyalty
- Fresh guidelines for team building

As you will learn, the only common ground is the intensity with which each generation holds fast to its value systems. Understanding and respecting those generational biases are critical to bringing out the best in every employee. In communities and organizations, leaders can find approaches that maximize the contributions of all age groups . . . find out how you can use these strategies effectively!

Our plenary presenter . . . . Tim Moore
Timothy Moore is an accomplished author and speaker with over three decades of experience in marketing, sales, and training. He is the owner and principal of the sales consultancy DEAG Sales Training and is Editor of the on-line daily magazine Carolina Business Connection in North Carolina’s Research Triangle region. His experience in sales and training spans over thirty years and numerous Fortune 500 companies, including PepsiCo, Gillette, Dow Chemical, and L’Oreal USA. Moore has written articles on sales and training and teaches classes and seminars in sales at universities and community colleges. He is a contributing author of the book, “Six Secrets of Sales Magnets.” At Generational Insights, Moore is part of a team that has become the leading voice on the impact of generational differences on sales, marketing, and management. He combines the research of Generational Insights with his own professional experience to provide generational strategies and solutions for sales-based business relationships.