Engaging Generations

You probably already know this, but most workplaces face enormous challenges recruiting, retaining, and engaging top talent. These challenges range from severe shortages of key personnel to difficulties applying a cookie-cutter approach to motivating different individuals in a diverse workforce. One reason for these challenges is that we have a multigenerational workforce, and each generation has different motivators, values, and influencers. To succeed in the decades to come, every manager needs to understand how to motivate and engage people from different generations.

This remarkable program, developed through extensive research and testing, quickly shows busy managers the secrets of understanding, communicating with, and motivating people from different generations. Now you have the ultimate answer to effective communication within and among these four distinct generational eras:

- **The Radio Generation** Born 1926 to 1945
- **Baby Boomers** Born 1946 to 1965
- **Generation X** Born 1966 to 1985
- **Generation Y** Born 1986 to 2005

In this breakout workshop, you will discover the life influences, values, and motivators that define the people from each generation. Your workplace will benefit because your managers and staff:

- Understand how to design marketing messages to compel people from different generations to respond.
- Discover the most effective ways to communicate with people from different generations to achieve your goals.
- Know the secrets of motivating employees from different age groups for optimal loyalty and performance.
- Recruit, retain, and motivate top talent in a highly competitive market for great employees.
- Improve customer service by adapting to the expectations that different generations have.

Get started today . . . before your competitors do!

About our presenter....

**Terry Feinberg, University of Illinois Extension**

Terry has bachelor of arts degrees in communications (Organizational) and political science (International Relations) and a master's degree in public administration. Terry has a diverse background divided between education/training and as a practitioner at the local and federal government levels. Her experience runs the gamut from being in charge of community development for the City of Indianapolis under the auspices of the CFO/Administrator for Community Development and Financial Services, to team member, then managing editor, of the White House Task Force on Reinventing Government. Terry also served in the US Army as an Intelligence Analyst and Korean linguist. In Extension, Terry focuses on programs designed to assist businesses and organizations in developing more positive work environments, employee relationships and robust bottom lines. At the local government level, Terry helped developed and currently provides *Tomorrow's Leaders: Understanding Illinois Local Government* to high school teachers in northern Illinois; is one of the instructors of the Certified County Officials
program; offers strategic planning and other facilitation programming; and, works with associated agencies and nonprofits to better organize and provide services. She is also proficient in statistical analysis and demographics. Terry is an adjunct professor of political science and public administration and has extensive experience in professional training in both public and private sector.