



Leadership Training

How to Lead and Manage Multi-Generational Teams

There's a big "elephant in the room" in organizations of all sizes – especially those with employees who span more than one generation or age demographic. "Ok, Boomer" has become a household phrase, bringing to light issues between younger and older generations.

In the workplace, this can create situations that range from difficult to confrontational, and even hostile. Teams and business functions that are inwardly unbalanced and inefficient are not as effective as they would be if individuals worked in harmony with one another. Organizations that fail to address this situation are not maximizing their human resources and brain power.

Working with individuals in small groups, employees and managers have insight into what's going on with their inter-generational communications and teamwork. This one-day guided "change session" is ideal for talent acquisition/onboarding and retention.

Examples of Generational Issues

● Skills Gaps

Many younger workers are tech savvy but they can have "blind spots" with the older tech still used by some organizations. A colleague recently told me about a new employee who didn't know how to answer a desktop phone, or how to transfer calls. Similarly, older employees may be intimidated by new software platforms that can make workflows easier and more efficient.

● Workplace Etiquette

Younger workers are often not aware of organizational norms or culture. I've heard stories about new employees eating or texting during meetings. Tension and conflict arises when older workers assume their younger counterparts "should know" what's expected in a workplace setting.

● Career Development

I've worked with new employees who want to see a clear career path and know about growth opportunities; I've also met those who aren't sure yet what kind of work they want to do. I've met with older employees who feel threatened by their younger counterparts; they want to feel valued and appreciated for their knowledge and expertise.

● Company Culture

As Peter Drucker wrote, "Culture eats strategy for breakfast," so workplace culture is key. New employees start to pick up the culture as early as the interview process and onboarding. Seasoned employees can pass on a culture that's good - or toxic. Is the culture of your organization positive? We ask important questions to find out.



How can you use this training?

Here are problems that you can help resolve with this training:

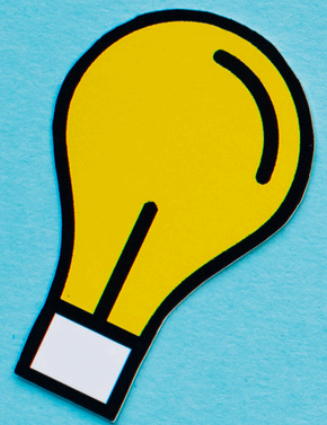
- Lack of employee involvement or engagement (not interacting with one another, looking at their phones during meetings, etc.)
- Teams that struggle to reach their goals
- Emails or other communications that are not returned or responded to
- Vocal or written bickering within teams or groups
- Hostile emails or interactions
- Avoidance of individuals, teams, or work topics
- Mismatched expectations about promotions, raises, or educational opportunities

If you have one or more of these issues, have you looked at your P&L to see how it's affecting the bottom line? Or reviewed your HR talent costs, from acquisition and onboarding to retention? How often are you having to re-hire and re-train?



“Janet conducted two workshops for my company. She – and the information she presented – had a great impact on the executives... More than a year later, I still refer back to information that Janet shared. I am so glad to have contracted with Janet for these two valuable learning sessions, which satisfied a company need and have had a lasting impact. I wouldn’t hesitate to request to work with Janet again.”

- Dir. Of Marketing (Millennial)





How Manage and Lead in a Multi-generational Workplace

The HR goals are to:

- Retain employees
- Achieve greater productivity through teamwork, facilitated by better communication and cooperation among team members of all ages

Participants in the training will:

- Understand how to communicate in better, more effective ways with other age groups
- Feel more comfortable working with employees in other age groups
- Feel more empowered in their roles

Making Change Work

We've developed this as training because everyone knows behavior doesn't change overnight.

Our commitment to creating a culture transformation includes follow up communications and reporting.

If employees are struggling in certain areas, we address these with additional in-person sessions or work online.

We provide monthly analytics to show how your employees see the company, and themselves, evolving.

Interested in getting more details?
How it works?
Timing and Pricing?

Contact us now!
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JANET GRANGER

Speaker | Strategy Expert | Author | Consultant


With an MBA in Marketing & Management from Columbia University and experience in data analytics and measurement at Nielsen, Janet has built a solid reputation over her stellar career in marketing.


In 2015, Janet was named one of the 20 Most Influential Content Marketers in New England. She's published two books: *Digital Influence for Baby Boomers: Why you should care and yes, you can do this!* and *Ok Boomer! Revelations of a Baby Boomer Working with Millennials*.

Her passion topic is bridging the generational & digital divide in the workforce, working to empower Gen Z, Millennials, Gen X'ers & Boomers. She has also built the online community platform - Marketing Career Mentor - helping aspiring and emerging marketers to succeed in their careers.

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RACHEL HORNSTEIN


Organic Digital Marketing Expert

Rachel is a multi-passionate digital marketer with 10+ years of experience using natural, authentic, and value-based tactics to generate traffic and awareness.

As a younger Millennial, Rachel's insights come from her years of experience working with marketing teams. The authenticity of her "younger voice" adds to the impact and usefulness of our workshop sessions and follow-up training.

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