



# Navigating Through Generational Generalities



*Discovering positive ways to connect with employees, clients, members, or customers regardless of the differences among Millennials, Generation X, and Baby Boomers.*

## What You Will Learn

- **How to make meaningful connections in today’s “wired” world.**
- **How to help others turn knowledge into wisdom.**
- **The differences among the generations and how that understanding can lead to engagement.**
- **Understanding how and when to use the knowledge of “generational generalities” in branding, culture building, and strategy.**
- **The tools to use to improve employee engagement despite the changes in today’s work environment.**
- **Tips to improve connections with those that matter.**

## Who Should Attend

- **CEOs and executive staff**
- **Frontline supervisors and managers**
- **Human resources professionals**
- **Marketing and sales professionals**

## About Your Facilitator

Ken has more than 20 years of experience in helping organizations make money, save money, and survive internal challenges and tough economic conditions.



As a facilitator for training and strategic planning sessions and an expert in brand concept, marketing and management, Ken has helped hundreds of organizations since 2001. In addition to his career of working with CEOs, CFOs and COOs, he has also served as an executive of three different financial institutions throughout the country and has assisted many small- to medium-sized businesses to reach new levels of effectiveness.

Ken is also a co-founder of the Police Officers' Credit Union Conference and author of *The Formula for Business Success = B + C + S*, *The Pocket Guide to Strategic Planning: The 90-Day Quick Fix for the Business Owner or Manager* and *The Strategic Planning Workbook and Guide for Financial Institutions*. His articles have appeared in many trade publications including *Credit Union Business*, *The Credit Union Journal*, *Lifestyle Entrepreneur Magazine* and *ABA Bank Marketing*. Born and raised in Chicago, he earned a Bachelor of Science in Finance and an MBA in Entrepreneurship from DePaul University as well as a Certificate in Integrated Marketing from the University of Chicago.