



Innovate: Create Leverage The Power Of Generations

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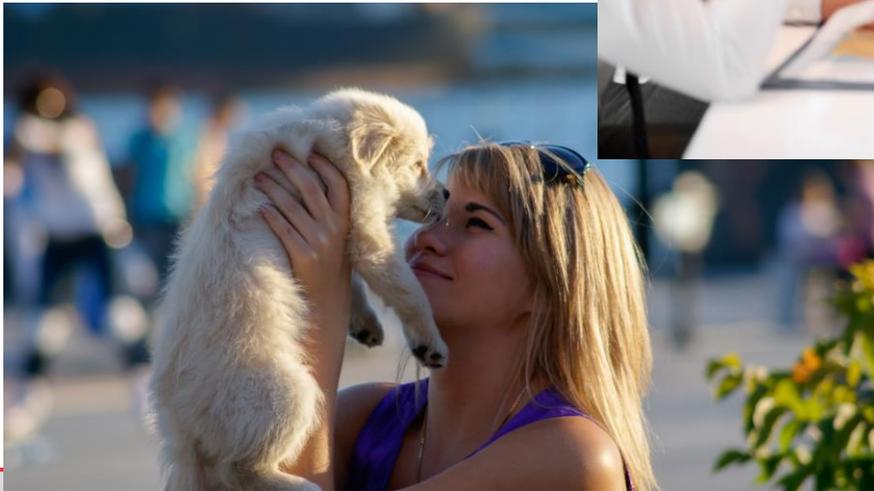
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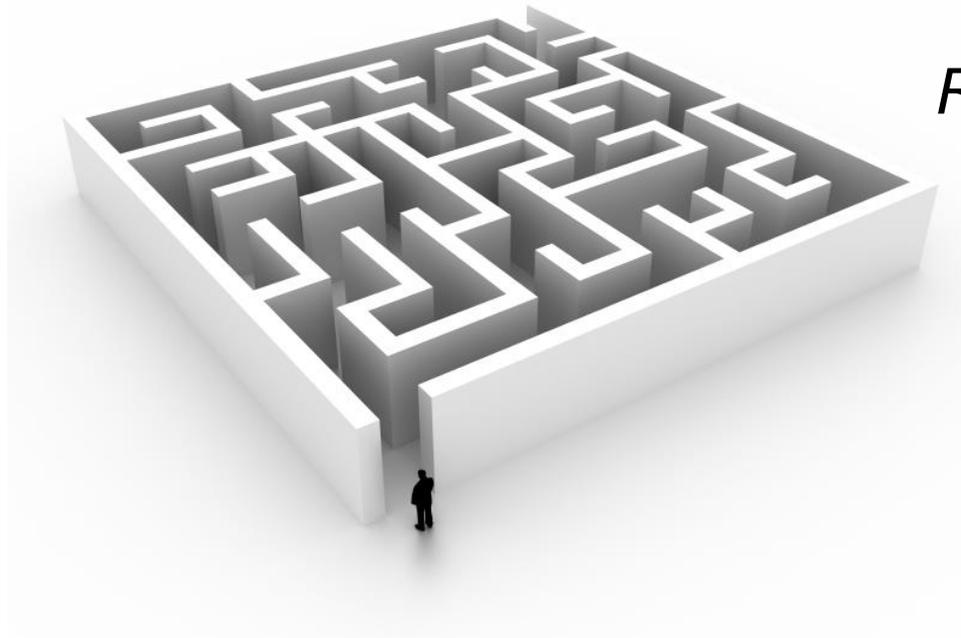
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webcasts



Why now?

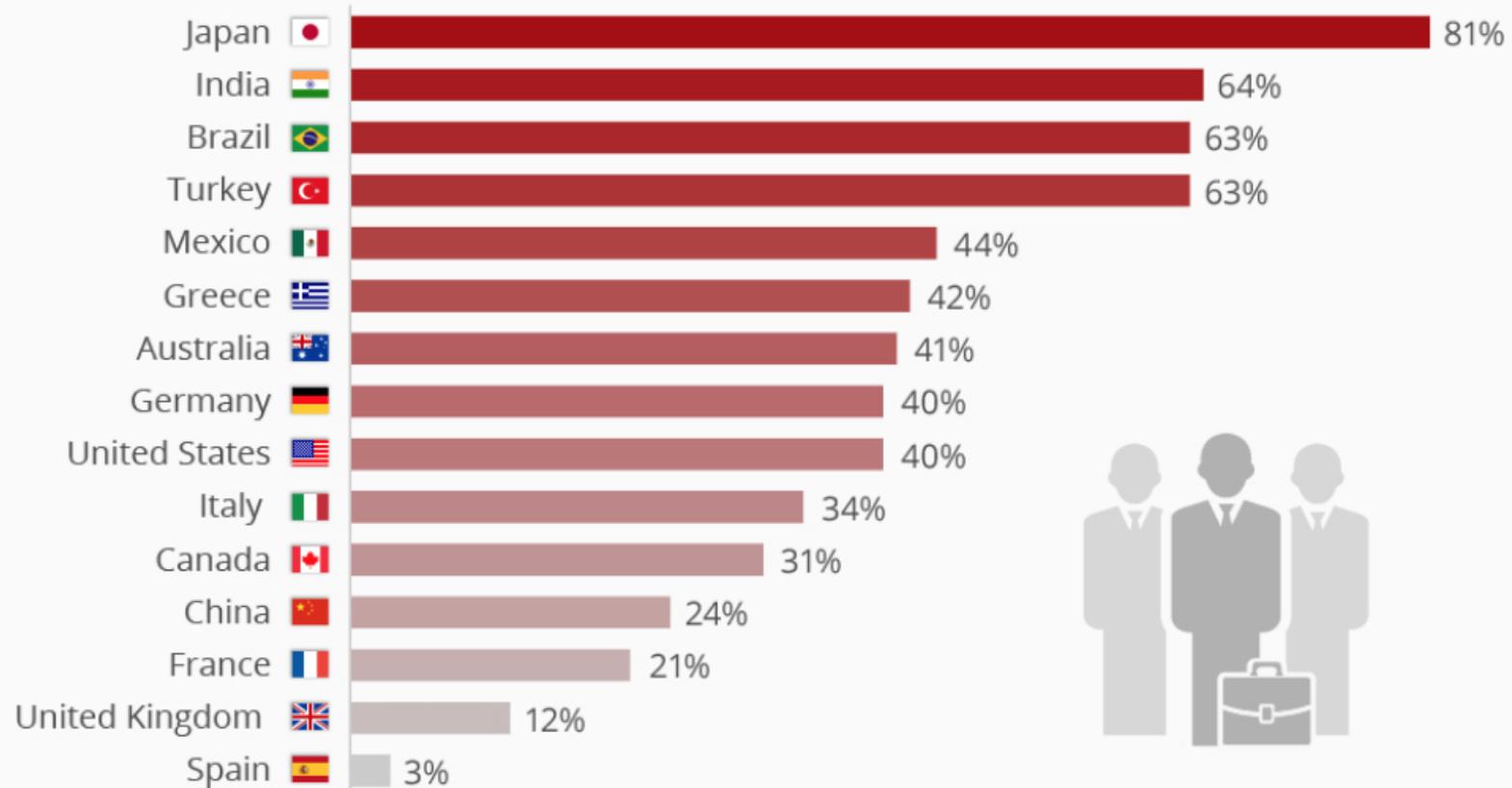
When it becomes more difficult to suffer than to change...
you will change.



Robert Anthony

The Countries Facing The Greatest Skill Shortages

Skills shortage as a % of firms with 10 or more employees in selected countries*



* 2014



Source: Manpower Talent Shortage Survey via OECD

Korn Ferry Study Reveals Global Talent Shortage Could Threaten Business Growth Around the World

"The United States faces one of the most alarming talent crunches of any country in our study. This is partly because America's population is graying rapidly, with 10,000 baby boomers reaching retirement age each day for the next 19 years"

Talent Crunch 2018 [@Korn_Ferry](#)

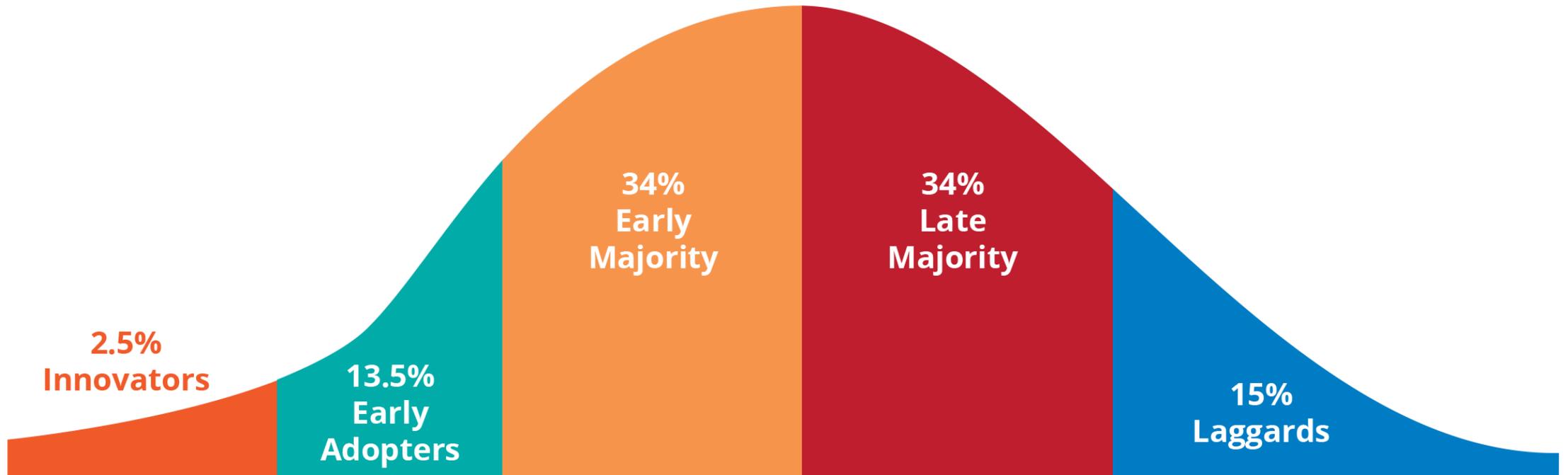


- Technology
- Global Connectedness
- Demographic Shifts
- Changing Consumer and Employee Expectations

“As these drivers of change collide, they will produce changes so significant that much of the organizational intuition that has served us in the past will become **irrelevant.**”

McKinsey Institute

Diffusion of Innovation and Technology



Still, the transition to jobs of the future is “actually quite painful,” as permanently displaced skills and workers automated out of their jobs don’t have an easy time committing to learning new skills and migrating into new employment and opportunities.

This is why we do what we do.

GWT Next - “Dedicated to help you and your organization manage change and be ready for the future of work.”

We live and lead in a time of unprecedented change where a new product or innovation can drop into the marketplace and change the road overnight.

Laura Goodrich



There is more scarcity of skills and talent than there is is capital.

There is a lot of capital looking for ideas and opportunities, and it's talent and skills that's the scarce part, that's a phenomenon of our times right now.



*Talent Wins 2018
Barton, McKinsey's Global Managing Partner*

You've got to see it to seize it!





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Which generation do you fall into? (Traditionalist, Boomers, Gen X, GenY/Millennial, Gen GenZ)

Which generation(s) make up most of your workplace?
(Traditionalist, Boomers, Gen X, Millennial, Gen Z)



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Have you ever been frustrated w/ someone and thought it was because of "their generation" being different? (Yes/No)



“What’s happening now in business is a collective eye-rolling between the generations.”

Laura Goodrich

Judge McJudgenson





The Foundation Mutual Respect



Culture is King

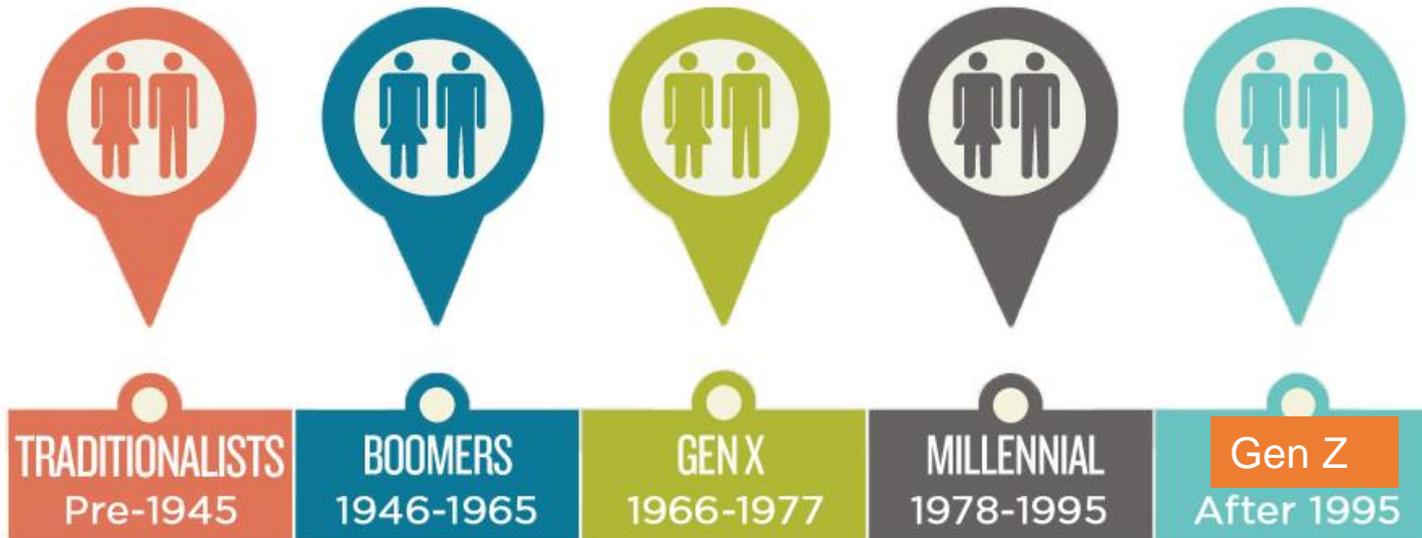






ECHO)))[®]

MULTIPLE GENERATIONS @ WORK





Traditionalist/Silent Generation

1925 - 1945

Boomer

1946 - 1964

Generation X

1965 - 1976

Gen Y/Millennials

1977 - 1994

Gen Z

1995 - 2012



1. Collaborating with Boomers



2. Collaborating with Gen X



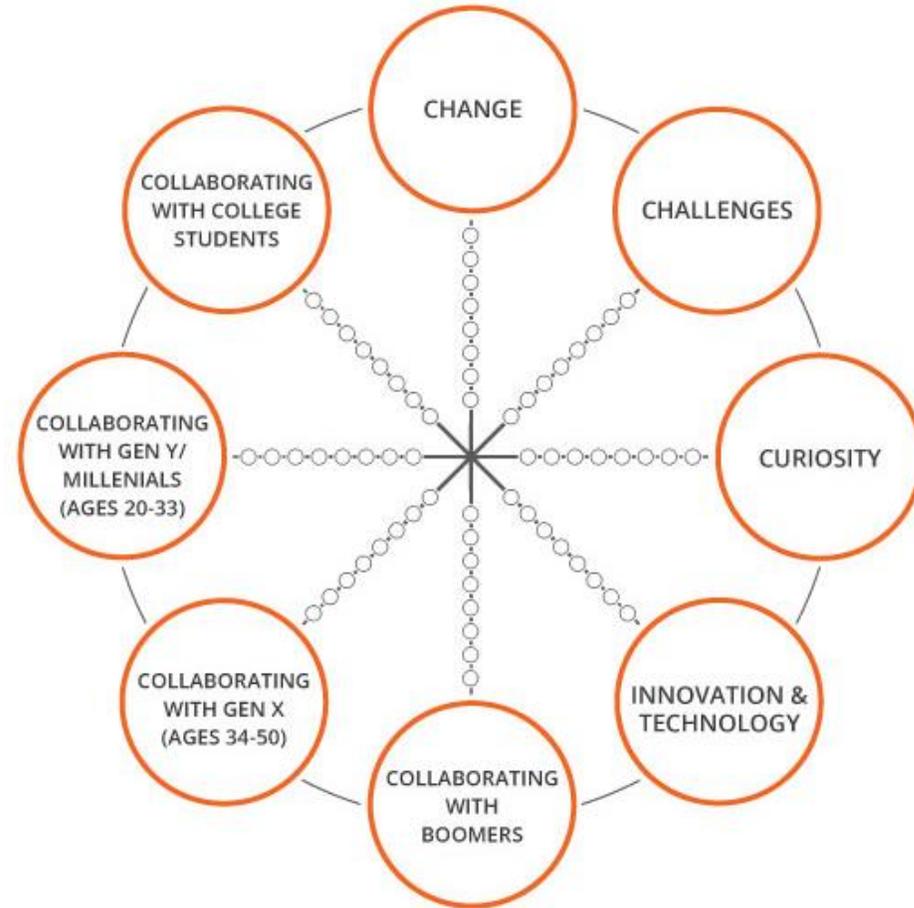
3. Collaborating with Millennials



4. Collaborating with Gen Z

Innovate
Create

Leverage The
Power of
Generations



CHANGE

CHALLENGES

CURIOSITY

INNOVATION

Professional I Want



COLLABORATING WITH BOOMERS

COLLABORATING WITH GEN-X

COLLABORATING WITH GEN-Y

COLLABORATING WITH STUDENTS

CHANGE

CHALLENGES

CURIOSITY

INNOVATION

TEAM We Want

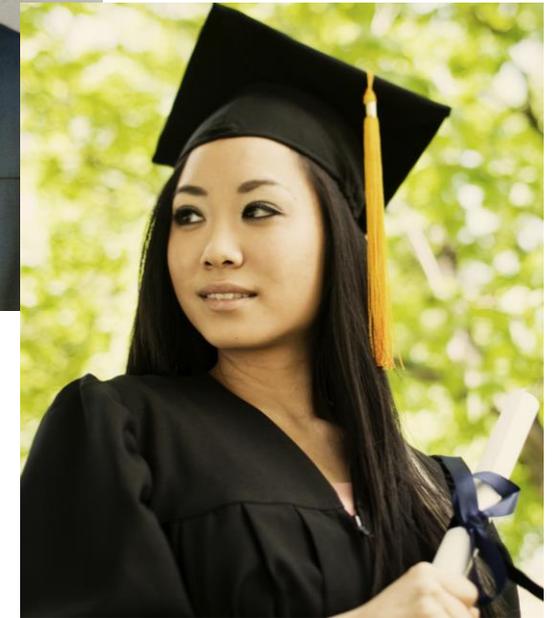
COLLABORATING WITH BOOMERS

COLLABORATING WITH GEN-X

COLLABORATING WITH GEN-Y

COLLABORATING WITH STUDENTS

Common Ground



What We All Want

To Make a Difference

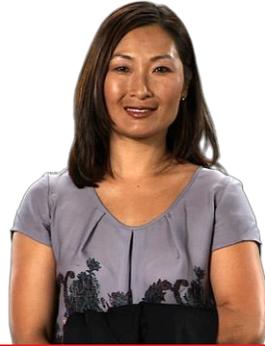


To be Appreciated



To Do Meaningful Work





Everyone has something to **LEARN**



Everyone has something to **TEACH**



Leveraging the Power of Generations

Innovative Actions

A Change of Behavior



We spend over
130 billion on
training

We blend live experiences with digital experiences

*It's not an either or proposition
It's a YES AND proposition*



Innovate and Create Leverage The Power Of Generations

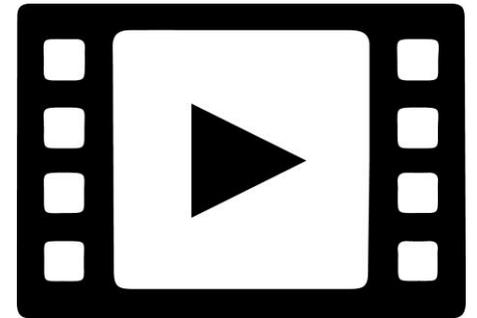
**Digital
Experiences**



Written



Audio



Video



How many of you.....

How many of you.....

How many of you.....



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Shared Viewing



Shared Conversation

Space The Live and Digital Experiences Over Time With

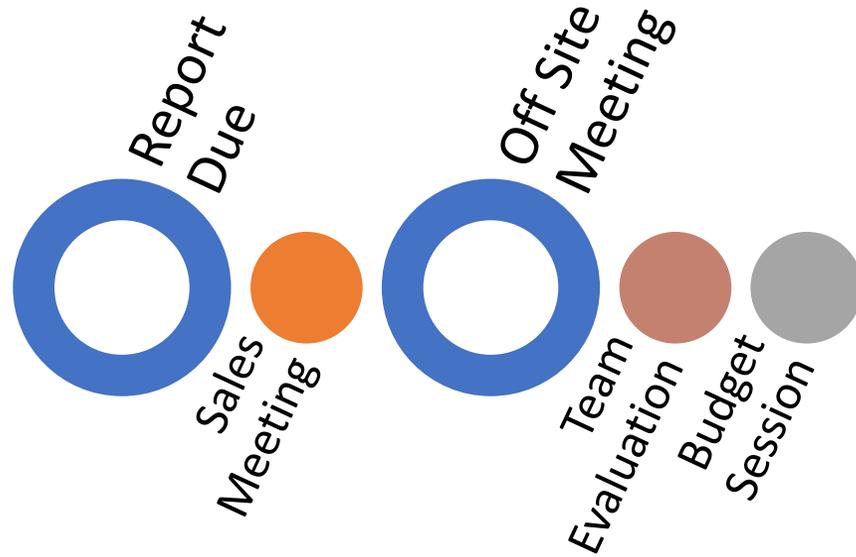


- Reminders
- Reinforcement
- Stories
- Coaching

Learning and Change Curve is Improved



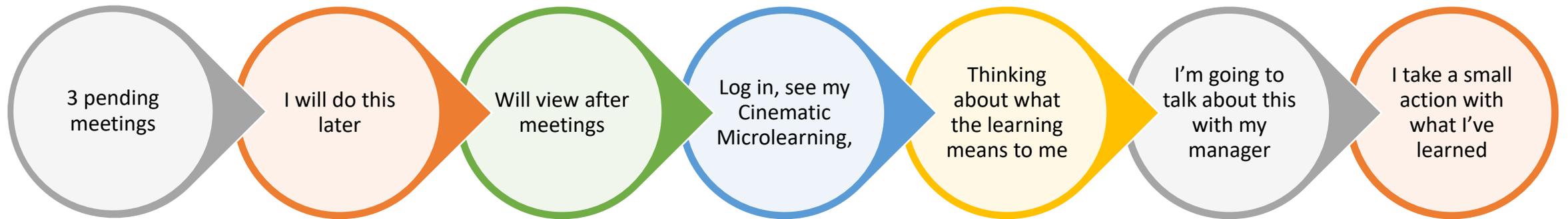
Today's Employee



Is Mired In Day To Day Tasks

Live and Digital Experiences

My Day



What I'm Thinking



Where behavior is influenced, retention is proven to increase dramatically





TAKE
A
POLL

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What is your most important take-away from **Innovate : Create** **Leverage The** **Power Of Generations**



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TRADITIONALISTS
Pre-1945

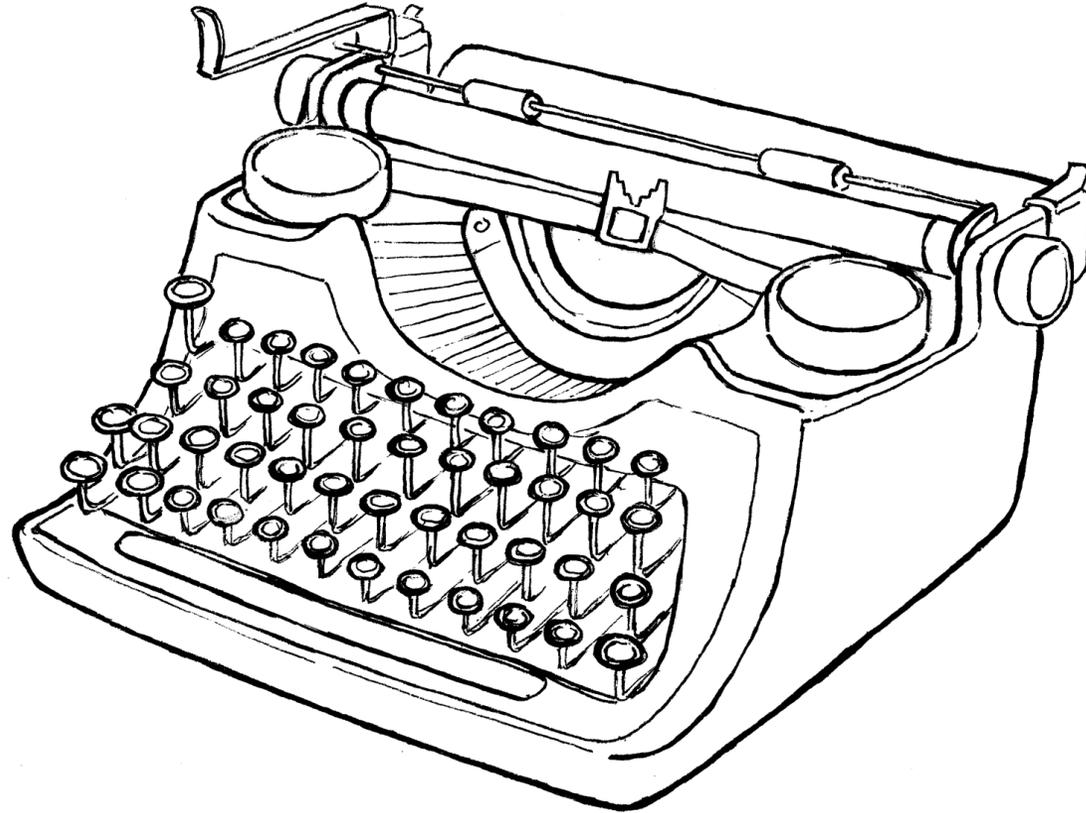
Experienced:
Great Depression, WWI
and II, GI Bill

Work is:
An obligation

Aspiration:
Home ownership

Changing Jobs:
Stay for life

Career Paths:
Slow and steady





BOOMERS
1946-1965

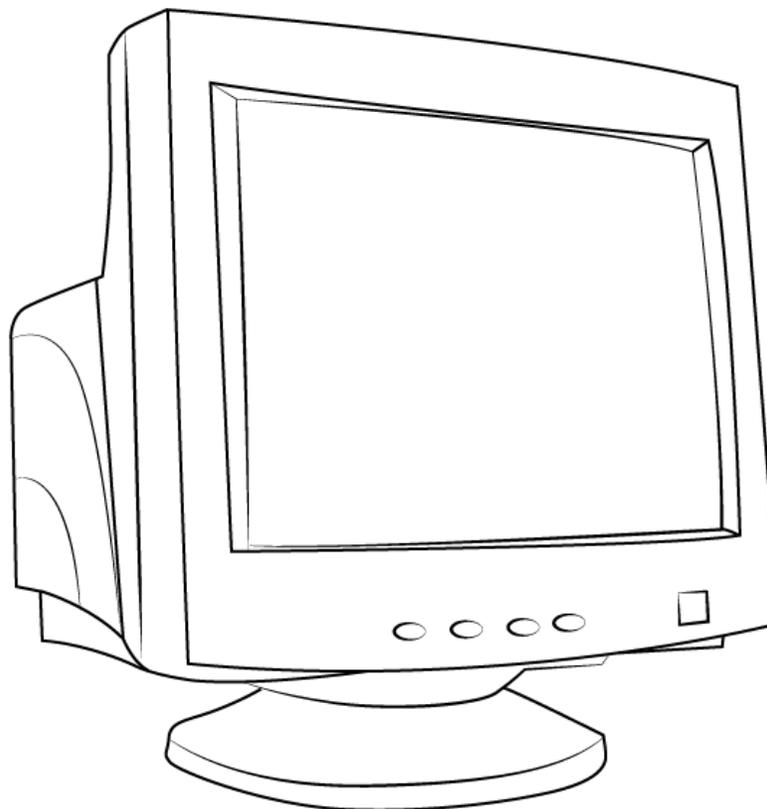
Experienced:
Television, Moon Landing,
Watergate, Vietnam War

Work is:
Expected

Aspiration:
Job security

Changing Jobs:
Loyal to employer;
connecting to values

Career Paths:
Upward mobility





GEN X

1966-1977

Experienced:
MTV, Nintendo, PC's

Work is:
A difficult challenge

Aspiration:
Work-life balance;
independence

Changing Jobs:
If necessary for
compensation

Career Paths:
Need to know options now





MILLENNIAL
1978-1995

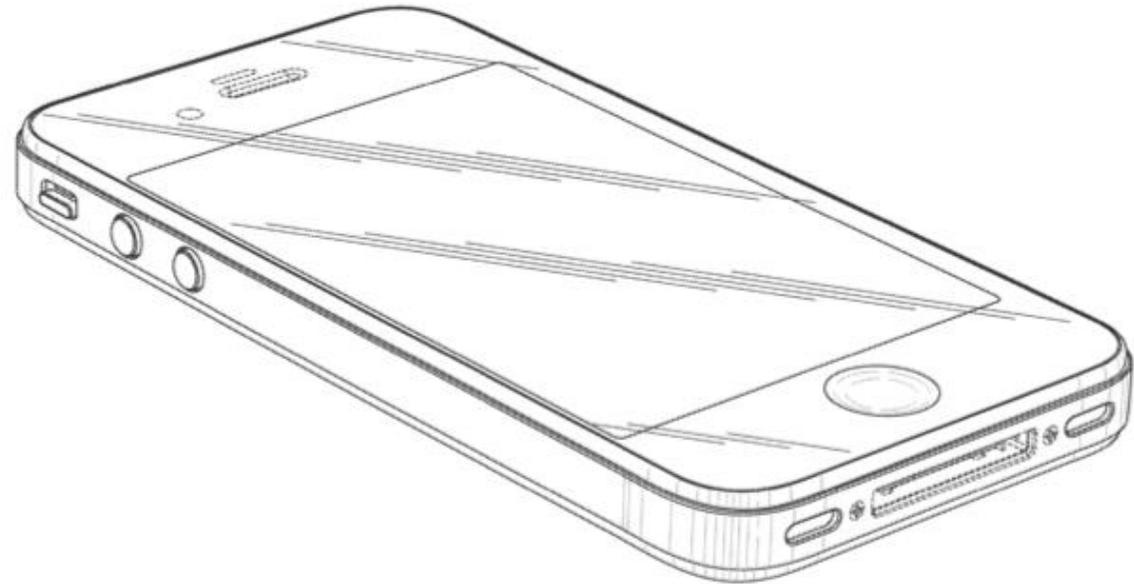
Experienced:
Natural disasters, diversity,
mobile technology

Work is:
A means to an end

Aspiration:
Freedom and flexibility

Changing Jobs:
Is expected

Career Paths:
Switch frequently and fast





Gen Z

After 1995

Experienced:
Economic downturn,
Global Warming

Work is:
Consistently evolving

Aspiration:
Structure and stability

Changing Jobs:
Constantly

Career Paths:
Career "multitaskers"

