



# FirstNationalBank

[www.fnbsf.com](http://www.fnbsf.com)

The First National Bank in Sioux Falls®

Member FDIC

***Six Generations. One America.***

**With Chuck Underwood**

# **Generational Study Emerges: 2000s**

# The Mis-Information Age: Generations That Aren't

**Gen Y**

**Gen Z**

Echo

Boomers

*Sandwich  
Generation*

**App  
Gen**

**i-Gen**

**GEN  
NEXT**

# **Generational Training, Knowledge, Strategies**

**Business.**

**Government.**

**Education.**

**Religion.**

**Politics.**

# **The Permanent Principles**

## **4 Truths**

- 1. Formative years mold core values.**
- 2. Six living generations.**
- 3. Generational values guide decisions.**
- 4. School years: PRE-generation years**

**The Holy Grail Of Human Interaction:**

**A Generational Gearbox**

# **Generational Workforce Strategies**

**Recruit**

**Communicate**

**Onboard**

**Lead**

**Train**

**Inspire**

**Manage**

**Retain**



# **MD Anderson Hospital**

**18-month onboarding program**

# **Generational Workforce Strategies**

**Recruit**

**Communicate**

**Onboard**

**Lead**

**Train**

**Inspire**

**Manage**

**Retain**

# America's Living Generations

<b>G. I.</b>	<b>1901 - 1926</b>	<b>97+</b>
<b>Silent</b>	<b>1927 - 1945</b>	<b>78 to 96</b>
<b>Boomer</b>	<b>1946 - 1964</b>	<b>59 to 77</b>
<b>Gen X</b>	<b>1965 - 1981</b>	<b>42 to 58</b>
<b>Millennials</b>	<b>1982 - 2000</b>	<b>23 to 41</b>
<b>Gen Z</b>	<b>2001 – 2005*</b>	<b>18* to 22</b>

**Generations tend to be nation-specific**

# **“The Changing Face Of America”**

**Immigrants: how many formative years did you spend in the U.S.?**

**Everyone is an individual.**

**Don't unfairly stereotype.**

**A lighthouse to guide us.**

**Boomers**

**Never give up. Never too old. Dream. Team.**



**Boomers**

**Atomic Bomb - Hiroshima**

**August 6, 1945**

**Atomic Bomb - Nagasaki**

**August 9, 1945**

**WE WIN !**

**Boomers**

**Boomers**

**"THE \$3 BILLION  
WEDDING BUSINESS"**

# Boomers

<b>Birth Years:</b>	<b>1946 - 1964</b>
<b>Age In 2023:</b>	<b>59 to 77</b>
<b>How Many Born:</b>	<b>79,907,844</b>
<b>Formative Years:</b>	<b>'50s-early '80s</b>

**Boomers**

**America is getting so much RIGHT!**

# **The G. I.s**

**“It is, I believe, the  
greatest generation  
society has ever  
produced.”**

**Tom Brokaw**

The G.I. Leadership Era

**G.I. Core Value:  
"We're all in this TOGETHER."**



**Boomers**

**Americans tackle their worst prejudices**

***America:***

**The World's**

**Noble**

**North Star**

**Boomers**

**Optimism  
Idealism  
Empowerment  
Engagement**

**Right-Wrong  
Patriotism  
Make USA Perfect  
The Power To Do It**

**Kent State  
1970**

**The Consciousness Movement  
1961 - 1975**

"Tin soldiers and Nixon's  
comin'...

We're finally on our own.

This summer I hear the  
drummin'...

Four dead in Ohio."

Crosby, Stills, Nash, & Young

# The Consciousness Movement

CIVIL RIGHTS Movement

WOMEN'S Movement

WAR PROTEST Movement

ECOLOGY Movement

SEXUAL Revolution

DRUG Revolution

RELIGION Revolution

YOUTH EMPOWERMENT

**Boomers**

***Ball Of  
Confusion***

# 2<sup>nd</sup>-Wave Boomers

Some don't feel like Boomers  
Miss the social protests  
Some values different  
Most are similar



**The Seventies:**

**"sex, drugs, rock 'n roll!"**

**Boomers**

***Aging is mandatory. Growing old is optional.***

## CORE VALUES:

- ✓ Exuberant
- ✓ Outgoing
- ✓ Assertive
- ✓ Aggressive
- ✓ Comfy in spotlight
- ✓ Forever Young !

**Boomers**

**Walt Disney World**

**America: "At War With War"**

**Vietnam Veterans Memorial**

**Boomers**

**“We will always support our troops”**

**Boomers**

**Anheuser-Busch**

- Fierce, lifelong career competition
- High divorce rate, permissive parenting
- *The Golden Generation* on the job
- Continue quest for a better America



Retire? *WHY?!*

**Boomers**

**Life Expectancy Prepares To Soar**

**Ameriprise TV Spot**

# Boomers On The Job

- Excellent work ethic; go extra mile
- Care about organization, co-workers
- Ethics are important
- Assertive, aggressive
- Play by rules, but will challenge them

# Boomers On The Job

- **Comfortable in taking the lead**
- **Comfortable in team/group dynamic**
- **Loaded with practical intelligence**

# Boomers On The Job

## FOUR SEPARATE STUDIES:

- Usually willing to try new things
- As mentally quick as younger generations
- Waste less time on job than Xers, Mils
- Motivation increasing with age

# Boomers On The Job

- There is no “normal” retirement age
- Will stay put or launch “career next”
- Full-time, part-time, project, consulting

# Boomers On The Job

- **Bailing out adult children**
- **Bailing out adult grandchildren**
- **Must supplement retirement income**



# Boomers On The Job

- **Help company and younger workers**
- **Not enough X'er replacements !!!**
- **So: aggressive and refined Boomer recruitment and retention**

# RECRUITING BOOMERS

- Are you anti-Boomer? Chip on shoulder?
- Are you guilty of Buzzword Bias?
- Do you include Boomers in job ads?
- Consider referral-bonus program
- Job-sharing, part-time, remote work
- Competitive healthcare benefits are key

# CREATE A PRO-BOMER CULTURE

- Retirement security is still a priority
- Discuss big-picture goals with them
- Offer internal mobility: lateral moves
- Offer them choice and flexibility

# CREATE A PRO-BOMER CULTURE

- Respect their track record
- Offer Boomer-only tech training
- Respect their knowledge, values, ethic
- Don't shut them out

# **The Boomer Leadership Era: 2010s through 2020s**

**“The country is  
starved for integrity.”**

**Boomer Colleen Rowley**

*America:*

*Can We Again Be  
The World's  
North Star?*

# The Boomer Leadership Era: 2010s through 2020s

- Strong focus on employee treatment
- Family-friendly policies and perks
- Re-shorting, not off-shoring
- More support for labor unions
- No solution yet to corporate raiders
- Bold vision, ideas
- Strong focus on company ethics

# Boomers

<b>Birth Years:</b>	<b>1946 - 1964</b>
<b>Age In 2019:</b>	<b>55 to 73</b>
<b>How Many Born:</b>	<b>79,907,844</b>
<b>Formative Years:</b>	<b>'50s-early '80s</b>



## **GenX: 58,541,842 Armies Of One**

**Birth Years: 1965 – 1981**

**Age In 2023: 42 to 58**

**How Many Born: 58,541,842**

**Formative Years: '70s - early 2000s**

# **GenX Leaders Will Have To Handle The Worker Shortage**

- 1. Recruit and Retain Boomers.**
- 2. Recruit All generations... and immigrants... better.**
- 3. Hire students for unskilled tasks.**
- 4. Help Higher Education to prepare students for your industry by using Generational Education Strategies.**

# **GenX Leaders Will Have To Handle The Worker Shortage**

**Slowly Emerging: “Lifelong Learning”**

**The GenX Formative Years:  
extreme highs, extreme lows**

**“A New Breed of Whiz Kids”**

**Women, minorities advance.  
Household income rises.**

# **All About Survival GenX**

- 1. Divorced parents**
- 2. Time-poor parents**
- 3. Permissiveness**
- 4. Mobile Society**
- 5. Disgraced Leaders**
- 6. Executive Greed**

**Divorce Rate  
Skyrockets**



**“America’s Forgotten Children”**

**A 1973 Pulitzer-Prize winning series  
authored by psychiatrist Robert Coles**

**The Loss Of The Very Important  
*Nightly Family Dinner At Home***

**Guilt-ridden and  
permissive parenting**

**Our more mobile society and the  
uprooting of many X'er children**

**Leaders, Heroes Fall In Disgrace**

**America begins to unravel**

**Nobody. And Nothing.**  
**Whom, and what, can we trust?**

# **CORE VALUES**

**Independent and self-reliant**

**Cynical and distrustful, less patriotic**

**Self-focused: what's in it for ME?**

**Survival of the fittest**

**Not a “joiner” generation**



**Membership and volunteerism crisis:**  
*“We’re too busy”*

**“This is so us!”**

**GenX**

# **Isolation = Less Sharing = Self Focus**

- **Low birth rate: fewer siblings, less sharing**
- **More household income: bigger houses**
- **Unshared bedrooms, multiple bathrooms**
- **Multiple phones and multiple TV sets**
- **Video games are solitary, not group**
- **Latchkey: “home alone”**
- **Mobile society: fewer weddings, funerals**

**Females: surging.**

**Males: searching.**

 ***“I am woman, hear me roar”*** 

**GenX**

**Miller Lite**

**X'ers Lose Michael and Farrah**

**“You taught us  
to kick butt.”**



**GenX**

**Secret**

**GenX**

**GenX**

**Hummer**

**GenX**

**Monte  
Carlo**

**GenX**

**Miller  
Beer**

# **African-American X'ers**

- **Post-Civil-Rights**
- **Better jobs, income**
- **Suburbs**
- **Legislation**

**Busing:**  
**not easy, but it intermingles**

**GenX**

The Jeffersons

Sanford & Son

Good Times

The Cosby Show

A Different World

Soul Train

**“I have a dream”**

**GenX**

**23 years after  
“The Speech”:**

**a national  
MLK holiday**





***We finally got a piece of the pie!!***



- ✓ **No father presence in many households**
- ✓ **Mostly female teachers at school**
- ✓ **Boys' sports cut:**
  - NCAA, from 1980s to 2000s:**
    - women's sports up 703; men down 245**
- ✓ **Girls surpass them academically**
- ✓ **Lose job opps because they're white men**
- ✓ **White Men: The Villains!!**

**The hard-earned celebration of  
women and blacks**

# **The Family-First Generation**

# **Perks For Parents**

# **What X'ers Brought To Careers**

- **Layoffs: saw rich get richer, saw corruption**
- **So: distrust of “corporate”**
- **Many of their parents: dual-career, absentee**
- **So: X'ers sought non-intrusive jobs and drew the line on overtime**

# **What X'ers Brought To Careers**

- **Enter adulthood during Tech Revolution**
- **Silicon Valley is offering outrageous perks**
- **So: “tech careers are glamorous”**
- **Avoid “dirty” jobs and “unsafe” jobs**

# **What X'ers Brought To Careers**

- **Results-oriented**
- **Efficient**
- **Linear mind-set**
- **Can you earn their loyalty?**



# **What's Important To X'ers?**

- **Work-life balance has been key**
- **But kids are leaving; so, more work time?**
- **High-risk, high-reward jobs before**
- **But now: stability, security look good**

# **Recruiting/Managing X'ers**

- **Seek bosses that let them self-manage**
- **Seek bosses who delegate authority**
- **Have never experienced long-term job security**
- **Seek constant training: hard/soft**

# **Recruiting/Managing X'ers**

- **Prefer merit-base advancement**
- **Women: mentoring; equal pay**
- **Women: MeToo sensitivity**
- **Creative opportunities**

# **Maximize GenX Strengths**

- **Creativity, Entrepreneurialism**
- **Self-Reliance, Independence**
- **Don't need a lot of guidance, nurture**
- **“Give me a target, leave me alone”**

# **Maximize GenX Strengths**

- **They're adaptive, handle change well**
- **Excellent at “finding solutions”**

# **Minimize GenX Shortcomings**

- **Compassion, Empathy**
- **Interpersonal skills**
- **Patience, especially with Millennials**
- **Strengthen their outward focus**
- **Strengthen team/group acceptance**

# **Maximize GenX Strengths**

- **Strengthen their generational gearbox**
- **Can their leaders be “we”, not “me”**
- **Beware efficiency carried to extreme**
- **“Will we ask for help?”**

# **Create a Pro-X'er Culture**

- **Assure them space to grow**
- **Reward individualism, not just team**
- **Give them clear objective**
- **Give “freedom within framework”**
- **Don't micro-manage**



# **Creating a Pro-X'er Culture**

- **Offer job rotations, cross-training**
- **Try to avoid after-hour pop-ups**
- **Give them a true stake in outcome**
- **Be as family-friendly as possible**

**GenX Will Lead America In The  
2030s and 2040s.**

**Their formative years did not  
prepare them to lead.**

**And so:  
GenX-Specific Leadership Training**

# **GenX: 58,541,842 Armies Of One**

**Birth Years: 1965 – 1981**

**Age In 2023: 42 to 58**

**How Many Born: 58,541,842**

**Formative Years: '70s - early 2000s**

**OMG!!!! The Flip-Flop Flap!!!**

# ***The New World***

<b>Birth Years:</b>	<b>1982 - 2000</b>
<b>Age In 2023:</b>	<b>23 to 41</b>
<b>How Many Born:</b>	<b>74,191,948</b>
<b>Formative Years:</b>	<b>1980s to 2018</b>

**“Overparenting got way out of control  
in the past generation.”**

***Blackhawk Parents***

## **Parenting Changes:**

- > More “present”.**
- > More guidance.**



**U. S. Army Ad:**

**“The most important  
decisions start with  
the most important  
people.”**

**TV spot – today's military**

- **Team players**
- **Community active**
- **Declining teen  
social pathologies**

**The TIMES change.  
So the core values change.**

**The TEACHINGS Change.  
So the Core Values Change.**

**59 of the 60  
made it up the hill**

**Dr. Todd Marrah – Superintendent  
Tree Of Life Christian Schools - Ohio**

**“What Would  
Abbey Do?”**

**Olympics – Abbey D’Agastino**

**The Core Value Is “We” and “Us”**



- ✓ **Optimistic and enthusiastic**
- ✓ **Less certain about their nation**
- ✓ **Respectful of elders' wisdom**
- ✓ **Focused on their education**
- ✓ **Close relationship with parents**

# **TV spot – Coca Cola**

**SUMMER JOBS:**

**“Once a rite of passage,  
fewer teens are now looking”**

**The first constantly-connected kids**

# TECH'S DAMAGE

- ✓ **Sense of immediacy = impatience**
- ✓ **Short attention spans**
- ✓ **Crave variety and change**
- ✓ **Knowledge is superficial**
- ✓ **Tech addiction**

# **TECH'S DAMAGE TO SOFT SKILLS**

**Communication**

**Critical Thinking**

**Empathy**

**Organization**

**Silent Fluency**

**Punctuality**

**Social Savvy**

**Creativity**

**Adaptability**

**Phone Skills**

**“Technologists know how phones really work, and many don’t want their own children anywhere near them.”**

**NY Times 2018**

**“On the scale between candy and crack cocaine, tech is closer to crack cocaine.”**

**Chris Anderson, *WIRED***



**“A wariness that has been slowly brewing is now turning into a Silicon Valley consensus. The benefits of screens as a learning tool are over-blown.”**

**NY Times – Dec. 2018**

**9/11: Mils are ages 1 to 19**

**9/11: Mils are ages 1 to 19**

**9/11: Mils are ages 1 to 19**

**9/11: Mils are ages 1 to 19**

**9/11: Mils are ages 1 to 19**

**Katrina: Mils are age 5 to 23**

**“33 killed, 15 wounded;  
Killer walked into  
classrooms, opened fire”**



**Haiti  
'quake**

**Gulf  
Oil Spill**

**Tsunami**

**Mils & X'ers: our front-line troops**

**“They really care about their community.”**

- **Patriotic**
- **Empowered**
- **Engaged**
- **Participate**
- **Compassion**
- **Group-Think**

**Robert Bisi – Director, Youth Service America**

# **“Extended Adolescence”**

- ❖ Sample jobs and professions**
- ❖ Have some fun**
- ❖ Travel**

- 1. Fewer are marrying.**
- 2. They marry later.**
- 3. Have kids later.**
- 4. Women bear children  
but don't marry.**

# **Unprecedented Debt**

- ✓ **Executive greed and corruption**
- ✓ **Corporate fines for breaking laws**
- ✓ **Poor treatment of U.S. employees**

**elitedaily.com**

**“Sorry, corporate America.  
We’re just not interested.”**



**“We saw how you treated our parents, grandparents, and the Bottom Percents and realized you aren’t that good of a guy.”**

**“That sucks.”**

**Millennial-targeted radio spot**

**“Sorry, corporate America.  
We’re just not interested.”**

**It’s what Millennials grow up with.**

# **MILS' RECRUITING HOT BUTTONS**

- ✓ **Prefer team/group culture**
- ✓ **Prefer entrepreneurial culture**
- ✓ **Can you create a New Idea Culture?**
- ✓ **Collaborative: like to share info**

# **MILS' RECRUITING HOT BUTTONS**

- ✓ **Prefer decisions by consensus**
- ✓ **Seek challenging roles**
- ✓ **Seek advancement opportunities**

# **MILS' RECRUITING HOT BUTTONS**

- ✓ **Work-life balance influences job choice and loyalty**
- ✓ **So does benefits package**
- ✓ **Key benefits: health insurance, paid vacay, retirement savings plan**

# **MILS' RECRUITING HOT BUTTONS**

- ✓ **Stress organization's stability**
- ✓ **Stress commitment to individual**
- ✓ **Stress civic involvement, idealism**
- ✓ **Create culture of transparency**
- ✓ **Be ready to involve parents**

# **MILS' RECRUITING HOT BUTTONS**

- ✓ **Stay in touch with Mils who leave**
- ✓ **Provide access to senior mgt.**
- ✓ **Don't let social media replace eye-to-eye**



# **MILS' RECRUITING HOT BUTTONS**

- ✓ **Can you offer rotations?**
- ✓ **Mentorships? Mils: do your part!**
- ✓ **Special projects?**
- ✓ **Offer them a “career tree”**
- ✓ **Offer best candidates a path to leadership**

# ONBOARDING MILS

- ✓ **Fast start to immerse them**
- ✓ **Make their first day unforgettable**
- ✓ **Give clear instructions for tasks**

# **MANAGING/RETAINING MILS**

- ✓ **Enable them to contribute asap**
- ✓ **Reward them with more responsibility**
- ✓ **Lots of feedback and training**
- ✓ **Allow them to give input & LISTEN**

# **MANAGING/RETAINING MILS**

- ✓ **High levels of supervisor attention**
- ✓ **High levels of feedback**
- ✓ **High levels of positive reinforcement**

# **MANAGING/RETAINING MILS**

- ✓ **Clear expectations**
- ✓ **Make training vibrant and relevant**
- ✓ **Give freedom within a DETAILED framework**

# **MANAGING/RETAINING MILS**

- ✓ **U.S. crisis: incivility. Confront it.**
- ✓ **Mils not combative, might need help**
- ✓ **Flextime/Remote work can cause resentment.**

<b>Born:</b>	<b>2001 – 2005</b>
<b>Age in 2023:</b>	<b>18 to 22</b>
<b>How Many Born:</b>	<b>20,388,010 so far</b>
<b>Formative Years:</b>	<b>'00s &amp; '10s so far</b>

**Gen Z**

**No Clear  
Memory  
Of 9-11**



**The Great Recession: 2007 And Beyond.  
Oldest Zees Are 6**

**Gen Z**

**USA's First  
Black President**

**America Struggles More And More**

**The World's  
North Star  
Fades**

# **The Tech Revolution**

**Gen Z**

**So Much Good.**

**Too Much Bad.**

**Americans And Their Government:  
Suddenly, Viciously Divided**

# **The Sixties: Women and Rape**

**GenZee's Formative Years: *METOO***



**Civil Rights Take A Step Backwards**

**Gen Z**

**Zees Grow Up In A Time Of Social Activism**

**“ONE LAST CHANCE:  
The Defining Year  
For The Planet”**

**Climate Change**

**Greta Thunberg:**  
**“The Power Of Youth”**

- ✓ **The AR-15**
- ✓ **Angry Young Males**
- ✓ **Slaughtered Kids**
- ✓ **No End In Sight**
- ✓ **Paralyzed Politicians**

# Sex Is Front-Page News

Gen Z

- **Gay Marriage**
- **No Marriage**
- **Transsexuality**

# Religion

# Gen Z

**USA: No Clear Answer To Drugs**

**Gen Z**



# **COVID**

**Worldwide Pandemic. Isolation .  
Illness. Death. Economic Recession.  
Political Division.**

**Trump: Fake Disease!**

**Trump: Fake Science!**

**Fauci: Real Disease!**

**Fauci: Real Science!**

***Whom Can  
We TRUST?!***

**“We have massive, comprehensive declines everywhere.”**

**Peggy Carr, Commissioner  
National Center For Education Statistic**

**8<sup>th</sup>-grade HISTORY: “worst scores EVER”**

**MATH: “significant declines”**

**READING: “a nationwide plunge that wiped  
out three decades of gains.”**

**Wall Street Journal – Oct. 2022**

**“We have kids who are  
less active than before”.**

**American Heart Association**

# Wellness Improves!

Gen Z

- ❖ **Better nutrition at home, school**
- ❖ **Fast food is a bit healthier**
- ❖ **We're starting to "get" how tech makes us sedentary**

# **Rebuilding Of Family Unit**

**Gen Z**

- ❖ **Gen X parents: “Family First”**
- ❖ **Grandparents: More Involved**
- ❖ **Men: “It’s just cool to be involved”**



- ❖ **Zees were working in summer**
- ❖ **But then: covid**
- ❖ **But now: jobs for teens are plentiful**

# **Gen Z's Formative Years**

**Unique TIMES.**

**Unique TEACHINGS.**

**And So...**

**Unique CORE VALUES.**

**Unique DECISIONS.**

# The Teachings

- Practical, cautious**
- More realistic than idealistic**
- Work-focused**
- Cynical: “Call us Generation Scapegoat”**
- Want to start their own businesses**

# **AS THEY START CAREERS**

**Gen Z**

**“Battle-scarred, they are sober, driven by money, and socially awkward; a 1930s throwback....”**

**WSJ 2018**

# **RECRUITING GEN Z**

## **Where They Look For Jobs**

- ✓ **Indeed. LinkedIn. Google.**
- ✓ **Snagajob. Monster.**
- ✓ **Websites of companies they're interested in.**
- ✓ **Ask friends and relatives.**
- ✓ **School and career-service counselors**
- ✓ **Job Fairs**

# **RECRUITING GEN Z**

## **Preferred Communication Methods**

- ✓ **Email**
- ✓ **In Writing (mail, publications)**
- ✓ **Personal Contact**
- ✓ **Career Fairs**
- ✓ **Networking Events**

# **RECRUITING GEN Z**

## **Your Values**

- ✓ **Are you “right”:  
Ethics? Equity? Climate? Citizenship?**
- ✓ **DEI: and do you treat white men fairly?**
- ✓ **PROVE that you are right; don’t just say it.**
- ✓ **“How will I add to organization’s mission?”**

# **MANAGING AND RETAINING GEN Z**

- ✓ **Encourage their curiosity.**
- ✓ **Coach and Challenge them.**
- ✓ **Inspire them. Don't drive them.**



# **MANAGING AND RETAINING GEN Z**

- ✓ **They might need help with in-person skills.**
- ✓ **Reverse mentoring makes them feel valued.**
- ✓ **Give constant feedback.**
- ✓ **Might need new/extra training: covid.**
- ✓ **Might like/need on-job counseling.**

# **MANAGING AND RETAINING GEN Z**

- ✓ **“Why are we doing it this way?”**
- ✓ **Make their first day unforgettable.**
- ✓ **Be flexible on everything you can.**
- ✓ **Reward them individually – and visibly.**

**What Do  
ALL Generations Of Employees  
Want?**

# **What ALL Generations Want:**

- 1. Ethical, compassionate leaders**
- 2. Stimulating, meaningful work**
- 3. Opportunity for advancement**
- 4. Or, opportunity to stay put**
- 5. Security, stability, relevant benefits**
- 6. Quality of life**

# **What ALL Generations Want:**

- 7. Flexible work arrangements**
- 8. Multigenerational input: policies**
- 9. Give them a voice**
- 10. Positive relationship with co-workers**
- 11. Respect, recognition, transparency**
- 12. Inclusion and sense of ownership**
- 13. Pride in their employer**

# **That's how this works...**

- 1. Understand unique formative years.**
- 2. Understand unique core values.**
- 3. “Connect” with each generation.**

- 1. No control over year we were born.**
- 2. No control over our formative years.**
- 3. No control over the generation to which we belong.**

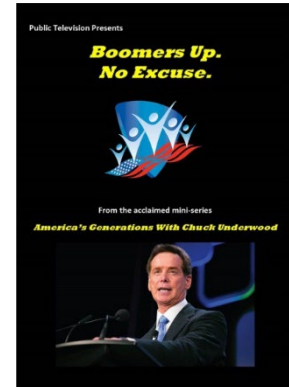
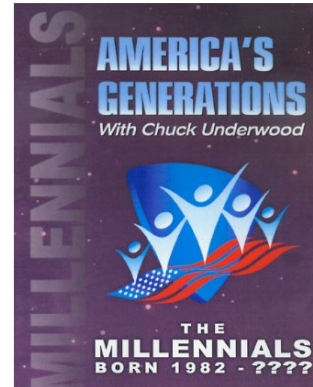
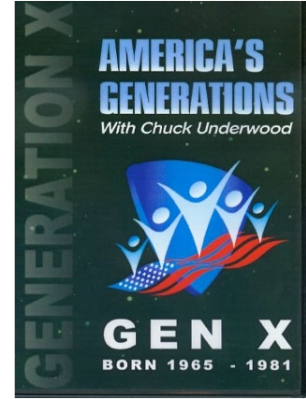
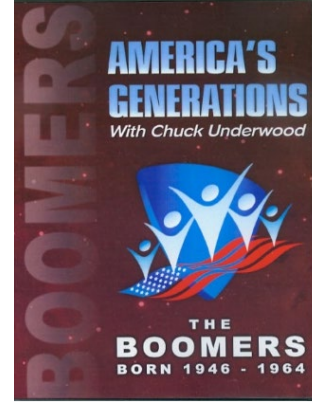
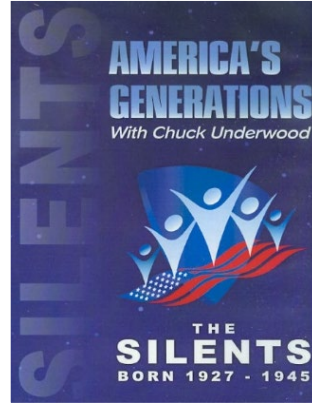
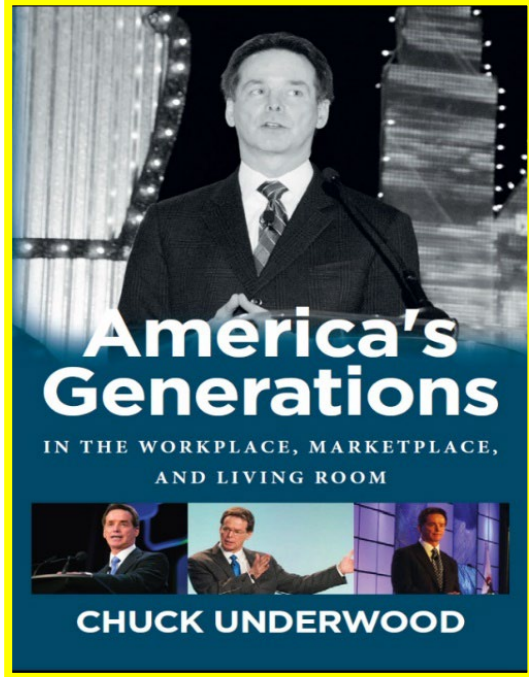
**Unstoppable...**



# **Create A Permanent, Comprehensive, Nimble Culture**

- 1. Train leaders in Generational Strategies.**
- 2. Train employees in Generational Diversity.**
- 3. What is your current culture?**
- 4. Create a Master Plan.**
- 5. Execute it.**
- 6. Evolve it.**

# Additional Content



Book and PBS DVD's at  
[www.genimperative.com](http://www.genimperative.com)

# **Contact Me At Any Time**

**The Generational Imperative, Inc.**

**EM: [chuck@genimperative.com](mailto:chuck@genimperative.com)**

**PH: 937.247.1123 (Ohio)**

**[www.genimperative.com](http://www.genimperative.com)**