

David and Jonah Stillman – Speaking Topics

Take 5: Traditionalists, Boomers, Xers, Millennials -and Now Gen Z!

For the first time in history, five generations are co-existing in the workplace and marketplace - Traditionalists, Baby Boomers, Generation Xers, Millennials, and the game-changing Generation Z.

**David and Jonah speak together or separately.*

Think you know the generations? Think again! The Traditionalists, Baby Boomers, Generation Xers, and Millennials are carving out new territory as they evolve especially in this remote and hybrid world. But hold onto your hats because here comes the latest twist – the arrival of Generation Z! Just when you thought you'd bridged all the gaps, get ready to learn what happens when these generations collide in the workplace and marketplace.

This energizing, fresh, informative, actionable, and entertaining update on the generations will help you identify the gaps that may be disrupting your workplace and marketplace, apply smart solutions to help you navigate multi-generational minefields, and ultimately, look at the generations in a whole new way.

In “Take 5”, you will learn:

- Where all the generations are in their careers today.
- What each generation needs to be successful.
- What it takes to connect with each generation as employees and customers.
- The similarities and differences between the 5 generations.

Make Way for Gen Z

Believe it or not, there's a new generation after Millennials impacting our workplace: Gen Z

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They are in their 20s and possess unique attitudes surrounding work, technology, diversity, and social responsibility with core values around authenticity, flexibility, and work-life balance. Brace yourselves, because this powerhouse generation are unlike millennials, and treating them the same way will only lead to failure. As leaders, it's crucial to adapt to these changes and understand what makes Gen Z different to attract and retain this generation in the workplace and marketplace.

This eye-opening, engaging presentation can focus on Gen Z in the workplace or the marketplace as outlined below.

In the workplace:

This dynamic presentation offers crucial insights into the newest generation of employees - Gen Z. From skipping traditional degrees to inventing new careers, recruiting and retaining Gen Z requires a whole new approach. Backed by national studies, CEO interviews, case studies, and insights from Gen Zers themselves, the presentation covers:

- Gen Z's career expectations.
- Effective Gen Z recruitment strategies.
- How to foster job retention among Gen Z.
- Understanding the significance of culture for Gen Z.

In the marketplace:

David and Jonah teach crucial insights into Gen Z's impact on the consumer marketplace. Backed by national studies, focus group insights, and collaboration with top brands, it reveals:

- The unique traits of Gen Z consumers compared to other generations.
- Effective strategies for connecting with Gen Z on various social media platforms.

- Understanding the concept of "Phigital," where Gen Z blurs the line between physical and digital experiences.
- The characteristics of brand loyalty among Gen Z customers.

Selling To Generations – Presented by David Stillman

The best marketing teams and salespeople need an arsenal of tools to help them reach potential buyers and finalize sales. Among these is a clear understanding of who the generations are in today's marketplace, how they differ, and how their unique needs and desires play out in the sales process. Generational gaps are everywhere, and businesses can gain a distinct competitive edge if they get to know who the generations are, what makes them tick, and how to make every generational connection count.

How do you find the "hot buttons"? What messages will appeal to each generation? These questions and more are addressed in a highly entertaining program that helps energize marketing gurus and salespeople and teaches sure-fire strategies for sharpening your generational edge in the marketing and selling arenas. It shows audiences how generational insights can transform marketing campaigns and sales efforts.