



climate

communication

career

Work first!

Live to Work!

Work to Live!

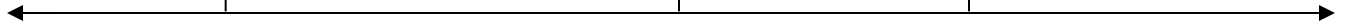
Life Style! Work Style!

Silent
1933 - 1945

Boomer
1946 - 1964

Gen X
1965 - 1976

Millennial
1977 - 1998



shifting demographics

challenges

Silent

Gen X

world events
Heroes Technology
economy
Politics
POP CULTURE

Baby Boomer

Millennial

preferences traits characteristics attitudes outlooks viewpoints qualities

climate



communication



career




motivators & de-motivators

self-assessment

engagement actions

conversations that count

engagement strategy

-  create **Climate**
-  customize **Communication**
-  clarify **Career**

take action!

*Gen lens
Gen ?
Leverage
Co-Gen*

take it back!

recruit

onboard

coach

engage

retain



Diane Thielfoldt
dthielfoldt@msn.com
843.471.2374



"Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it." George Orwell