



Managing Across the Generations

Welcome to the multi-generational environment of 2016! Now that we're all here, it's time to get to work on understanding each other. We are experiencing a historically unique era of generational diversity and this unprecedented integration provides a rich tapestry of backgrounds, style trends and purchasing preferences. Compounded by the rapid pace of technological advancement, the impact on business is enormous.

Who has the money? How can we attract a multi-generational buyer-base? How can we simultaneously appeal to baby-boomers, gen-xers, and millennials? What new demands will gen z place on us?

The era of instant gratification and immediate communication means that customer service needs to be the number one priority for every business because in this new era a dissatisfied customer has the capability to broadcast instantaneously, before you've even had a chance to recognize the problem!

We welcome the opportunity to discuss the impact that this culture of generational diversity is having on our business environment and the techniques needed for business survival in this dynamic environment.