

JASON
RYAN
DORSEY

CROSSING THE GENERATIONAL DIVIDE

Unlocking the Power of Generations™
for Your Strategic Advantage



A RESULTS-DRIVEN PROGRAM THAT:

- **Positions** the multigenerational workforce as a growth opportunity
- **Transforms** costly generational disconnects into powerful, profitable connection points
- **Reveals** numerous ready-to-use actions that drive immediate workplace results

YOUR CUSTOM PRESENTATION

For the first time in world history, four different generations are working side by side—and a fifth generation is on the way! Each generation brings a different perspective, strengths, and priorities to the workplace. These differences can be a frustrating challenge (you leave a voicemail and they reply with a text!) or a strategic opportunity depending entirely how leaders respond.

In *Crossing the Generational Divide*, bestselling author Jason Dorsey entertainingly reveals each generation's workplace mindset. He then shares surprising statistics, laugh-out-loud stories, and frontline-tested strategies that quickly **drive results** across generations. Attendees leave motivated with ready-to-use actions they can apply immediately.

YOUR EXECUTIVES AND MANAGERS LEAVE THIS PROGRAM ABLE TO:

- Understand why and how Generational Kinetics™ principles impact every aspect of your organization—and see the data to prove it
- Recognize the bottom-line advantage created by integrating each generation's strengths, differences, values, and current life stage
- Implement frontline-tested best practices that quickly maximize each generation's contributions

Customized for You: This presentation includes a confidential data review, in-depth pre-event conference call, multi-page handout, and ready-to-use strategies designed for immediate implementation.

Call or email our friendly office today to check Jason's speaking availability and request a customized speaking proposal:

Emily Boyd | VP of Business Development
+1 512-259-6877 | Emily@GenHQ.com

FORTUNE



THE VIEW

2020

60
MINUTES

WALL STREET JOURNAL



CROSSING THE GENERATIONAL DIVIDE delivers results:

- Experienced executives and managers learn new, frontline-tested tools for leading across generations
- Emerging leaders gain a deeper appreciation for the intangibles offered by other generations
- All participants leave with specific actions they can apply immediately to drive communication, teamwork, innovation, and more



GENERAL DYNAMICS



FOUR SEASONS HOTELS

“Jason’s speech was a huge hit at our international management conference! In an industry where talented employees are at a premium and retention is critical to success, Jason’s viewpoint was timely, engaging, and thought-provoking. His understanding, not only of his own generation, but of those who hire and work with them, makes his message all the more relevant.”

KATIE TAYLOR, PRESIDENT AND CHIEF OPERATING OFFICER

McDONALD’S

“Jason delivered an engaging presentation that entertained our restaurant managers and staff, and gave them plenty to think about! Our employees left with a better understanding of generational differences and new insights into how to work together more efficiently.”

JAN FIELDS, CHIEF OPERATING OFFICER

TACO BELL

“Jason’s presentation was informative, engaging, and relevant. Our team left motivated to better connect with their Gen Y employees. I personally learned a lot and am proof that he can teach an old Boomer new tricks!”

GREG CREED, PRESIDENT AND CHIEF CONCEPT OFFICER

RAYTHEON

“Your presentation was a hit with our Leadership Development Program! You really connected with the audience, and they walked away understanding how all the generations can work together more effectively.”

MICHAEL DOBLE, DIRECTOR, STRATEGIC COMMUNICATIONS

JASON RYAN DORSEY ...

is the thought leader on generational dynamics in the workplace and marketplace. In fact, he coined the term “Generational Kinetics™” to name the predictive cross-generational behaviors he discovered through his research. His unique speaking style has earned standing ovations from audiences as large as 13,000 in an arena and as few as 20 senior executives in a boardroom.

Known as The Gen Y Guy®, Jason has been featured as a cross-generational expert on *60 Minutes*, *20/20*, *The Today Show*, *The View*, and in *Fortune Magazine* and *The Wall Street Journal*. His expertise is taking complex cross-generational interactions and distilling them into actionable insights and proven strategies that drive measurable results—all without using PowerPoint.

A bestselling author at age 18, Jason followed his first book with four more including his newest, *Y-Size Your Business: How Gen Y Employees Can Save You Money and Grow Your Business*. Jason’s acclaimed books have sold more than 250,000 copies worldwide.

- Won Austin Under 40 Entrepreneur of the Year Award at age 25—one of the youngest winners ever
- Earned standing ovations from the U.S. to India, including all four events referenced in the left column
- Thought leader for global media and confidential adviser to Fortune 500 executives



Contact our friendly office today and request a free preview DVD, a customized speaking proposal, and check Jason’s availability:

Emily Boyd, VP of Business Development
 +1 512-259-6877 / Emily@GenHQ.com
The Center for Generational Kinetics, LLC
 Post Office Box 29226 / Austin, Texas 78755