

Touchstone Presents:

Generational Communications

Talkin' 'Bout My Generation

For the first time in history, we have four distinct generations in our workforce – Traditionalists, Baby Boomers, Generation X and Generation Y – that are shaped by the socioeconomic, cultural and political periods of their lifetimes. The way these generations communicate and work together impacts all organizations, and disruption can occur due to miscommunication, confusion, and stress. However, creating an awareness of generational strengths and workplace values can increase team productivity, creativity, and retention – turning these issues of inter-generational tension into inter-generational strengths.

How Touchstone Can Help

The ability to successfully manage and communicate with all four generations is crucial to an organization's success. Today's multi-generational workforce has prompted a number of organizations in the public and private sectors to re-examine how they do business – including how they recruit and train their workers. Touchstone believes that exploring generational behaviors and attitudes is key to understanding and creating an effective, thriving work environment that brings out the best in people. Touchstone offers highly interactive, creative, cross-generational management and communication training to help your organization develop productive and powerful teams and a positive work environment.

Touchstone Offers...

- An introduction to generational theory, including behavior patterns and attitudes common to people of each generation
- Methods to help you understand the powerful possibilities of multi-generational teams by recognizing the strengths, weaknesses, and different communication styles associated with each generation
- Tips on how to match people of different generations to achieve best results and tools to take home and use in your teams and organizations

Learn How to Play Your Generational Cards In the Most Powerful Way

