

# GENWHY 2026 PRESENTATION TOPICS



## LENGTH:

- **1 - 1.5 HOURS**
- **2 - 4 HOURS OF TRAINING**

## FORMAT:

- **KEYNOTE**
- **WEBINAR**
- **HALF-DAY TRAINING**

## TOP RATED PRESENTATION FOR 6+YEARS!

### GENERATION "THEM": NAVIGATING A MULTI-GENERATIONAL WORKFORCE

Embark on a journey with Generation "THEM," a captivating exploration into the 'WHY' behind each American generation's unique perspectives. Discover the key to fostering understanding, strengthening teamwork, and ensuring workplace cohesion. This presentation provides a solid grasp of generational norms. It emphasizes the critical need to attract and retain top young talent for long-term sustainability, all while offering a light-hearted look at the quirks that make us uniquely human.

#### Learning Objectives:

- Attendees will learn to decode each generation's names, norms and accepted age ranges currently shaping the American workplace.
- Attendees will uncover 3-5 commonly held beliefs within each generation, unraveling the tapestry of their distinct worldviews.
- Attendees will differentiate between the traditionalist perspectives and the evolving mindset of incoming generations.
- Attendees will master the art of articulating feedback for employees across different generations, maximizing acceptance, and catalyzing positive change.
- Attendees will discover effective communication mediums tailored to each generation, enhancing workplace productivity and collaboration.

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## ATTRACTING & RETAINING THE NEXT GREATEST GENERATION

Amid The Great Resignation (or the epic Reshuffle, if you prefer a more dynamic term), the stakes for attracting and retaining talent have reached new heights. Join us for a riveting presentation where we spill the beans on our top-notch strategies for interviewing, onboarding, and empowering Millennials and GenZs, making them not just stay but genuinely WANT to be part of your organization.

Discover the art of assessing "THE TWO T's" (Teachable and Tolerable) through insightful questions, ensuring your team comprises individuals with the right mindset. We'll guide you along the Roadmap to Retaining Rockstars, ensuring you're equipped to conquer the challenges of retention in today's dynamic workforce. Trust us; you won't want to miss this game-changing session!

**Learning Objectives:**

- Attendees will be asked to reconsider whether their existing application process might hinder high-caliber applicants from completing it.
- Attendees will gain insights into utilizing social media and local non-profit outreach to establish a talent pipeline for their job openings.
- Attendees will discover the Top 10 "Abilities" to ask about during the Interview Process, ensuring you bring in the right talent from the start.
- Attendees will explore the significance of identifying future leaders in their early career stages and learn how to nurture and train them for long-term organizational success.
- Explore essential communication skills that new employees might need training on, providing them with the tools to survive and thrive in your dynamic workplace.

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## WHAT THE NEXT GENERATION WANTS FROM THEIR LEADERS

In the wise words of Shakespeare, “Some are born great, some achieve greatness, and some have greatness thrust upon them.” Today’s emerging generations remind us that greatness in leadership is not just about authority or perks—it’s about connection, purpose, and the ability to model strong executive functioning skills.

Gen Z and Gen Alpha are telling us loud and clear: they want leaders who help them feel part of something bigger, who communicate with clarity and empathy, and who demonstrate the soft skills that create stability in times of change.

Join us for this engaging presentation where we explore how to lead with influence rather than title, master the communication strategies that inspire trust, and align leadership behaviors with the values that matter most to tomorrow’s workforce.

**Learning Objectives:**

- **Strengthen Verbal Communication for Leadership Impact**

Acquire practical tools to de-escalate conflict, communicate hard truths, and deliver feedback in ways that build motivation and belonging.

- **Leverage Nonverbal Communication with Purpose**

Discover how posture, tone, and presence either reinforce or undercut leadership messages—and practice aligning nonverbal cues with your intended outcomes.

- **Understand What Gen Z and Gen Alpha Really Want**

Go beyond stereotypes about money and perks to uncover their top three leadership expectations: a sense of purpose, leaders with strong soft skills, and meaningful inclusion in something larger than themselves.

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## INCREASING YOUR ABILITY TO PERSUADE & INFLUENCE

Unlock the secrets of timeless rhetoric in a journey from ancient Greece to the contemporary workplace. Join this captivating presentation to discover how ethos, pathos, and logos can transform your ability to persuade clients, coworkers, and managers into active listeners and decisive action-takers. Dive into the subtle nuances of nonverbal communication, from posture to understanding individual body language, and learn to enhance your persuasiveness without crossing the line into arrogance.

### Learning Objectives:

- Attendees will be able to define ethos, pathos, and logos, and leverage these ancient skills to construct compelling, persuasive conversations.
- Attendees will learn to harness the power of nonverbal communication, exploring posture and body language to increase the odds of successful persuasion.
- Attendees will sharpen their ability to read the behaviors of clients, coworkers, and managers, gaining insights into when to proceed and when to take a strategic break.

Can be tailored for events focusing on Women in the Workplace, but universally impactful for all groups and ages.

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- **ORGANIZATIONAL TRAINING ADD-ON**

## **FINDING SUCCESS WITH A GENERATIONAL APPROACH TO SUCCESSION PLANNING**

Join us for an insightful presentation on designing and implementing a multi-tiered leadership development program that promises to revolutionize your organization's succession plan. Informed by genWHY's generational diversity expertise, we explore the transformative impact of leadership development on reducing turnover, enhancing team performance, and ensuring a robust pipeline of empowered leaders. If you've starting to realize that the "old way" of succession planning where you hand-pick someone who likely looks like you, acts like you, and has the same education as you is no longer the most effective way to plan for your companies leadership succession then you will be inspired by this training.

**Learning Objectives:**

- Facilitate succession planning while concurrently developing a larger pool of potential leaders, ensuring organizational resilience.
- Address toxic behaviors and elevate leadership capabilities to create a workplace conducive to engagement.
- Move promotion rates and career path ratios towards success indicators, fostering a pool of skilled internal leaders.
- Diminish the need for external hires by nurturing talent through the strategic multi-tiered internal system.

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## UNDERSTANDING THE IMPACT OF AGING ON THE US

This presentation delves into the intricate dynamics surrounding the aging population in the United States, focusing on the Traditionalist, Silent Generation, Baby Boomers, and Flower Children. We explore how factors such as race, gender, accent, and economic considerations shape their perspectives and reactions towards caregivers. Additionally, we examine the profound influence of historical events on their attitudes towards sacrifice, jobs, power, size, and technology. The presentation highlights each generation's unique experiences, emphasizing the importance of involving them in decision-making processes. We also discuss explicit and implicit customer service expectations, providing insights into catering to the specific needs of the Traditionalist and Boomer generations.

**Learning Outcomes:**

- Attendees will gain a comprehensive understanding of the fears and concerns of the Traditionalist (born 1924-1933), Silent Generation ((born 1934-1945), Baby Boomers (born 1946 - 1955), and Flower Children (born 1955- 1965), particularly in relation to caregivers and societal changes.
- Participants will learn effective communication techniques tailored to the Traditionalist and Boomer generations, such as respectful language for Traditionalists and focusing on sensory experiences for Baby Boomers.
- Participants will develop cultural competence in care-giving, specifically addressing the historical context, technological impact, and diverse perspectives of the aging population, fostering a more inclusive and effective care-giving approach.

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## CAPTIVATING GENERATIONS: STRATEGIES FOR ATTRACTING AND ENGAGING AUDIENCES IN FESTIVALS & EVENTS

This presentation is a comprehensive guide on how to effectively attract and engage diverse generations in festivals and events. We explore the critical elements of understanding your target market, utilizing the best channels to reach potential attendees, recruiting volunteers, and delivering an unforgettable experience. The speech is divided into sections focusing on methods and channels to reach each generation, tailored volunteer management strategies, and considerations for creating an event experience that aligns with the values and preferences of different age groups. From seamless walking paths for accessibility to digital registration for tech-savvy attendees, the presentation covers a range of considerations to ensure an inclusive and enjoyable experience. We delve into the importance of cost, the overall experience, time management, happiness, and opinions in making your event a resounding success.

**Learning Outcomes:**

- Participants will gain insights into effective methods and channels to reach diverse generations, allowing them to tailor marketing efforts and promotions to attract a wide range of attendees.
- Attendees will learn how to strategically recruit and manage volunteers from different generations, understanding their unique strengths and contributions to enhance the success of the event.
- The presentation will provide practical tips for creating inclusive event experiences, considering factors such as accessibility, socializing preferences, and the use of digital methods for registration and tickets tailored to Gen X, Millennials, and Gen Alpha attendees.
- Participants will learn how to curate exclusive photo opportunities, merchandise, and activities that resonate with each generation, fostering a sense of community and shared experiences.