

# GENWHY 2025 PRESENTATION TOPICS

**LENGTH:**

- **1 - 1.5 HOURS**
- **2 - 5 HOURS OF TRAINING**

**FORMAT:**

- **KEYNOTE**
- **WEBINAR**
- **ORGANIZATIONAL TRAINING DAY**

**TOP RATED PRESENTATION FOR 5+ 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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## **CONFLICT RESOLUTION THROUGH HEALTHY COMMUNICATION**

Have you ever wondered why people leave their jobs? Surprisingly, it's often less about the tasks and more about the people they work with. Unresolved conflicts lurk behind much of this turnover. Join us in this illuminating presentation, where we delve into techniques to unearth the root of workplace issues and swiftly resolve conflicts—transforming discord into productivity. Discover the art of influencing others positively and leaving a lasting, harmonious impact.

**Learning Objectives:**

- Attendees will learn to decode the behaviors and expressions exhibited when individuals enter "flight or fight" mode.
- Attendees will acquire important strategies to remain in dialogue and calm conversations, even in the heat of conflict.
- Attendees will learn discernment skills to determine whether a conflict is worth addressing or better overlooked, fostering a more harmonious workplace culture.

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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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## **INTERVIEWING TO DISCOVER “DIAMONDS”**

In the dynamic landscape of modern employment, finding individuals with the right blend of “teachability” and “tolerability”, people we call “diamonds” is critical to building a successful team. Join this engaging presentation to discover the art of deciphering these essential soft skills through strategic interview questions. Delve into the distinction between hard and soft skills, explore the “Top 10 Abilities” employers should seek, and gain exclusive access to HR-approved questions designed to assess soft skills during the interview process.

**Learning Objectives:**

- Attendees will learn to distinguish between hard and soft skills, understanding their impact on employee success.
- Attendees will explore the “Top 10 Abilities” crucial for identifying promising future employees and effective managers.
- Attendees will have access to HR-approved questions that will revolutionize your interview process, providing insights into candidates' soft skills and interpersonal dynamics.

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## **NON-VERBALS: I CAN'T HEAR YOUR WORDS OVER YOUR BODY SCREAMING**

Did you know that a whopping 93% of communication is nonverbal? Surprisingly, many of us focus extensively on crafting the perfect words while neglecting the powerful impact of nonverbal cues. Join this transformative training to unravel the secrets of nonverbal communication, equipping yourself with the skills to decode signals and communicate effectively with your colleagues.

**Learning Objectives:**

- Attendees will gain a comprehensive understanding of expected behaviors associated with American nonverbal communication (note: nonverbal cues can be highly cultural).
- Attendees will begin to explore how colleagues interpret specific gestures, posture, use of time, and facial expressions, and discover potential variations in nonverbal communication across different cultures.
- Attendees will identify and rectify unintentional displays of aggressive or passive behaviors hindering workplace communication. Unleash the potential of nonverbal communication to enhance collaboration and understanding among your team!



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## **UNLOCKING THE FEEDBACK CODE**

Did you know that each generation holds distinct preferences when it comes to feedback, varying in their expectations for frequency, directness, and purpose? Imagine the power of aligning your feedback strategies with the diverse preferences of different generations! Join this illuminating presentation to delve into the nuances of generational feedback preferences. Discover practical strategies to increase feedback for those who crave it, and master the art of framing negative feedback to inspire positive action.

**Learning Objectives:**

- Attendees will gain insight into generational preferences regarding feedback frequency, recognizing the varied expectations across different age groups.
- Attendees will explore the diverse styles and focal points of feedback that resonate with each generation, enhancing your ability to communicate effectively.
- Attendees will learn the art of presenting negative feedback as an opportunity for future success, turning challenges into stepping stones for growth. Elevate your communication game by understanding and adapting to the unique feedback needs of every generation.

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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." Regardless of your leadership journey, achieving greatness requires more than just excellent task management skills—it demands exceptional communication. Join us in this engaging presentation, where we dissect verbal and nonverbal communication skills essential for leaders navigating conflict and change. Uncover strategies to attract and retain top talent while gaining insights into what the incoming generation of employees seek in their leaders.

**Learning Objectives:**

- Attendees will explore the six types of power, understanding how they are wielded and their generational responses.
- Attendees will acquire skills in using verbal communication to de-escalate situations, convey challenging news, and deliver effective feedback.
- Attendees will master nonverbal communication, aligning their messages with desired outcomes for enhanced leadership impact.
- Attendees will discover how Generation Z prefers to be led, uncovering key behaviors that impact their motivation and communication preferences.



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## **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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## **HAVING A CUSTOMER-SERVICE MINDSET**

This presentation is designed to equip professionals with the essential skills needed to excel in today's dynamic and demanding work environment. We delve into the core elements of empathetic leadership, focusing on key areas such as communication skills, problem-solving using the 5 Whys technique, adaptability, ownership, and accountability. Participants will learn the significance of active listening, putting themselves in their customers' shoes, and validating concerns with genuine compassion. The session will also shed light on the impact of body clock issues, professional and personal pressures, and natural biases on interpersonal dynamics. Special emphasis will be placed on organizing information clearly, concise writing, and using active voice to enhance communication effectiveness. Building rapport and trust through honesty, interest in others, presence, and nonverbal communication will be explored in depth. The presentation will conclude with strategies for remaining calm under pressure, including effective delegation, prioritization, resilience, leading by example, openness to change, and cultivating versatility.

### **Learning Outcomes:**

- Participants will develop a deeper understanding of the importance of empathy, actively listening to others, and validating concerns, leading to improved interpersonal relationships and customer interactions.
- The presentation will equip participants with strategies to enhance adaptability and clear communication, including organizing information effectively, concise writing, and utilizing active voice for impactful messages.
- Attendees will learn practical techniques for building rapport and trust with clients and colleagues, fostering positive professional relationships through honesty, genuine interest, presence, and mindful nonverbal communication.

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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.