

Haydn Shaw

Expert in Generations (Baby Boomers, GenXers, and Millennials), 6 Change Reactions, and Productivity

Sticking Points: How to Get the 4 Generations Working Together in the 12 Places They Come Apart. They're here. For the first time in history, you have four generations in your workplace and five generations as customers. Today you have to understand Traditionalists, Baby Boomers, Gen Xers, and Millennials just to write an email that won't make someone angry. These generations think differently, vote differently, buy differently, and dress differently. Not understanding these differences creates conflicts and loses sales. You will learn...

- what the differences are among the generations
- what sticking points the differences create for organizations, teams, and even families
- how marketing approaches must change to reach the younger generations
- what attracts and keeps younger employees
- how these differences will complicate the mass exodus of the Boomers from the full time workforce over the next decade

Don't Miss Half Your Market: Selling to Traditionalists, Baby Boomers, Gen Xers, and Millennials. They're here. For the first time in history, you have four generations in your workplace and five generations as customers. Today you have to understand Traditionalists, Baby Boomers, Gen Xers, and Millennials just to write an email that won't make someone angry. These generations think differently, vote differently, buy differently, and dress differently. Not understanding these differences creates conflicts and loses sales.

- What are the differences between generations?
- How do we market to the younger generations when they have a different focus than the Boomers did at their age?
- What issues do the differences create for teams or even families?

Leading the Millennials: Gaining, Training, and Retaining the Text Message Generation. The newest generation – the Millennials – are here, and the Traditionalists, Baby Boomers, and Generation Xers only know one thing: it's not business as usual. From their flip flops to their smart phones, the text message generation has a different approach. Organizations that figure out how to attract them, adjust to them, and retain them now will jump far ahead of those that ignore them until five years later. Eventually, every organization will have to learn to work with Millennials in the war for talent. According to the Bureau of Labor Statistics by 2013, Boomers will drop by almost 25% while Millennials will make up 25% of the workforce.

Leading through the 6 Change Reactions: Why Change Stalls and What You Can Do About It. When they announce changes, leaders tell their people that change is now a fact of life. But there is another fact of life: people respond to change in six ways. When leaders and managers ignore the 6 Change Reactions, they make change harder than it needs to be. But you and your leaders can create a change wave rather than struggle to push the change forward. This humorous, fast paced session presents a breakthrough approach to change. You'll understand *The 6 Change Reactions* and...

- why change programs backfire
- why trying to help people change is keeping them from changing
- how to map your team or organization on the 6 Change Reactions curve
- why many change teams die a slow death after going in circles until the forward thinking people disengage
- how to set up a team for a quick start
- how to find and train change sales people who can convince the critical few that will move the change forward
- how to help the three negative reactors use their negativity to speed things up rather than bog them down
- how to deal with the one percent hard core resisters so they don't ruin everything

Understanding the 6 Change Reactions: Making Change Faster and Easier for All of Us. Change may be the new normal but the emotions it creates sure shakes up people. Just as the tsunami kills more people than the actual earthquake, people's emotional reactions to change cause more problems than the change itself. This humorous

presentation will help your people identify how they and their team mates or customers respond to change. Since people respond to change differently, understanding *The 6 Change Reactions* will help them ride the change wave and to...

- improve their change readiness
- adjust to change with less frustration
- avoid conflicts
- increase their change skills
- avoid the three ways they could get trapped in negative change emotions
- find their own personal change resources
- disarm their “Light Eater” colleagues, the most dangerous of the change resisters

Light Eaters, Yippers and Yappers, and Hound Dogs: Dealing with Resistant and Negative Employees. Negative and resistant people can be helpful, irritating or dangerous. But most leaders (and coworkers) lump negatively-oriented employees together and treat them the same. That is a big mistake. Managers make things worse by the way they lead negative employees: they engage the helpful negative people too late and too long, intensify the irritating negative people by ignoring them, and strengthen the dangerous negative people by fighting them. As a result, the crabby people win, and their influence pulls down the rest of the team or organization. This presentation uses laughter and unforgettable metaphors to teach leaders and coworkers how to tell the difference among the three types of negative employees — the Hound Dogs, the Yippers and Yappers, and the Light Eaters. It also provides simple and practical answers to the most popular questions hundreds of leaders have asked about turning negative situations around:

- How can we keep negative people from taking over our team?
- How can we identify the helpful negative employees (and keep them from killing innovation)?
- How can we help negative people use their negativity to speed things up rather than bog them down?
- How can we separate the dangerously negative people from the merely irritating?
- How can associates help their managers deal with the dangerous “Light Eaters?”
- How can we turn around positive people who are becoming negative?
- How can we raise the performance of everyone on the team?