

Cam Marston

Retention and Generations Expert

Cam Marston is the leading expert on the impact of generational change and its impact on the workplace and marketplace. As an author, columnist, blogger, and lecturer, he imparts a clear understanding of how generational demographics are changing the landscape of business. Marston and his firm, Generational Insights, have provided research and consultation on generational issues to hundreds of companies and professional groups, ranging from small businesses to multinational corporations, as well as major professional associations, for over 20 years.

Marston's books, articles, columns, and blog describe and analyze the major generations of our time: Matures (born before 1946), Baby Boomers, (born 1946-64), Generation X (born 1965-79), Millennials (born 1980-2000), and iGen (born 2000+). He explains how their generational workplace and marketplace preferences affect every aspect of business, including recruiting and retention, management and motivation, and sales and marketing.

His first book, *Motivating The "What's In It For Me?" Workforce* (2005), explores the characteristics and motivations that each generation brings to the workforce and suggests management tactics applicable to any business setting. His next book, *Generational Insights* (2010) is a guide to the best practices in managing generational issues. *Generational Selling Tactics That Work* (2011) is the first book-length study of generational approaches to sales and marketing. His two DVD training videos have been best sellers since introduced in 2005 and his short book *The Gen-Savvy Financial Advisor* (updated in 2017) is a must-read in the financial services industry. Today Marston offers short, to the point, training micro-videos designed to be viewed on the go focusing on Sales & Service, Management & Retention, and Recruiting via his website, www.generationalsights.com.

Marston's half-day training program, "Leading Multi-Generational Teams," features the Gen-Flex® process which teaches leaders how to be flexible in their generational workplace preferences to get the best performance out of their teams.

He holds a Bachelor of Arts from Tulane University and is a native and resident of Mobile, Alabama.