

Cam Marston

Retention and Generations Expert

Five Generations in the Workplace. For the first time in history, five distinct generations — Matures, Boomers, Xers, Millennials and iGen— are employed side by side in the workplace. With differing values and seemingly incompatible views on leadership, these generations have stirred up unprecedented conflict in the business world. Effective management of this generational divide is vital to longevity and success. In fact, it is the most important demand your company can make of its leaders.

In this engaging presentation, Cam Marston teaches how each generation developed its core values, how that manifests in the workplace today, and why they can all not only operate alongside each other, but do so with extraordinary success. This program provides the generational insight, concrete examples and specific approaches to help frustrated managers build the individual connections needed to boost employee performance and retention.

As you will learn, the only common ground is the intensity with which each generation holds fast to its value systems. Understanding and respecting those generational biases are critical to bringing out the best in every employee.

Selling Across the Generations. The first rule of selling remains steadfast: Know your customer. With five distinct generations playing active roles in the buying decisions of companies worldwide, that tenet is increasingly difficult to fulfill. It is no longer enough to be personable and knowledgeable about your product. Changing dynamics require changing strategies. To succeed in today's business climate, you need to approach each buyer with an informed generational perspective — recognizing the underlying biases, values and expectations that pave the way to "Yes."

In this presentation, Cam Marston shows you how to create a fast and genuine connection with new customers, sell to your customer's expectations, build trust between generations, and avoid communication pitfalls.

Throughout the presentation you will learn how companies are effectively engaging generational marketing techniques to appeal to the unique decision-making traits of each generation and how to develop a solid sales process based on generational biases and business preferences

Recruiting and Retention. We hear it all the time: "Our people are our greatest asset." But finding good talent is hard to find and even harder to keep. How do you build your people assets? What do today's employees want? In today's multigenerational workforce, Millennials want meaning and freedom, Generation X wants openness and flexibility, Boomers want recognition and authority. Matures like rules and respect. What about the iGen, the generation following the Millennials? Much remains unknown but early indications suggest they want even more freedom and lots of attention. Each generation has something to offer so every business needs to offer something to each generation.

Retaining employees is far more cost-effective than recruiting and training new ones. This presentation profiles each generation of employee – what will get them on the clock and what will keep them ticking. Cam Marston will help you adapt your recruiting and retention program to suit the ambitions and goals of each generation, choose from the best that each has to offer and realize the full return on investment in your workforce.

Recruiting, training, experience, and institutional memory make your employees your most valuable assets. Effective multi-generational hiring and retention efforts will help ensure that those assets keep working for you and not for someone else.

The Gen-Savvy Financial Advisor. For decades, financial services professionals have focused on demographic groups that are now moving into and past retirement. The Matures (born 1945 and prior) and the Baby Boomers (born 1946 – 1964) are the generations that the financial services industry grew up with and their client relationships were defined by traditional business models. Now, new generations who have different economic and cultural experiences are moving into age ranges that make them prime markets for investments, retirement planning, insurance, and other financial products.

Cam Marston understands the attitudes and expectations of the upcoming generations and what they expect from financial services providers. He knows how they buy, how they value different types of information, what their definition of “expert” is, how they apply it to financial professionals and what they want financial professionals to teach them. He understands their preferred methods of communications, which sales tools to use and how to use them effectively.

The next generation of financial services client has arrived. They will not tolerate being treated the same way their parents were treated. Learn what they want in this exciting and impactful presentation.

Leadership in a Distracted World. Our world today is loud, cluttered, and busy. There are countless attempts made each day to get our attention and distract us from our goals. What must leaders do to gain the attention and respect of those around us? What must leaders do to maintain their own focus and their team’s focus. Learn how our society has formed generations whose communication styles and priorities vary greatly and how leaders must work differently with each group to keep them focused on their goals.

Workplace Culture: A Strategic Differentiator. A strong workplace culture is a recruiting tool. It’s a retention tool. It’s a motivator for employees to come to work every day and feed off the culture and then contribute back to it. Strong workplace cultures foster higher performing teams. They reflect the purpose of the business whether it is customer first, constant innovation, or growth for the future.

Successful workplace cultures aren’t accidental. They are carefully and intentionally built by management and leadership. Successful workplace cultures are, in fact, purposeful. But they are not easy to build. They take work and a lot of maintenance. Learn how management and leadership can prioritize which actions to take that will have the greatest ROI in making your workplace culture a strategic differentiator.

As an *InvestmentNews* columnist and the author of *The Gen-Savvy Financial Advisor*, Cam provides tips, ideas, and examples for how to best court and serve each generation of client. His presentations are full of “take home value” content, even giving his audiences the words to use in specific scenarios.

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