LAI Leading Authorities, Inc.

Kim Lear

Founder of Inlay Insights; Expert on Generational Trends & Consumer Behavior

Prepare for the Future If our recent past has taught us anything, it is this: the only constant is change. Now is a critical time to examine the rapidly changing world around us and actively reimagine our future. Kim's unique approach to forecasting tracks change over time through a series of longitudinal studies to help leaders find their footing and make the bold future-oriented decisions demanded by this moment. In this program, we'll explore how the very things that make us human—our aspirations, values, relationships, and work—have evolved over time. Through a generational lens, we'll gain critical insights into where we've been, how we got to where we are today, and where we may go from here. Supported with cutting edge research and category leading case studies, this program will decode the trends shaping the future and arm audiences with the tools they need to adapt and thrive. Learning Objectives: Decode the generational trends shaping the future Discover new ways to recruit and retain in a tight labor market Uncover evolving expectations on issue such as: cadence of promotions, sense of purpose, immediate feedback, work/life balance, and compensation Provide examples and case studies of communities and leaders that are creating cultures of change and adaptability in a rapidly shifting environment

Generations at Work Study after study has shown us that multigenerational teams outperform more homogeneous groups by almost every measure. This can be attributed to their unique and diverse experiences– the more seasoned employees offer wisdom and expertise while those on the younger end offer a fresh and innovative perspective. While the advantages are numerous, it turns out, managing multigenerational teams is easier said than done. Today's teams are often plagued by issues regarding everything from work ethic and retention to succession and fairness. The key to understanding and leveraging these generational trends is to recognize that it's not about "out with the old, in with the new." Every generation brings value to the workforce. Kim Lear will give you a closer look into who these generations are, the trends emerging as they adapt to new life stages, and the communication tactics that bring people together. Her research, insights, and original concepts help audiences bridge generational gaps at work and in the marketplace. Learning Objectives: Decode the generational trends shaping the future Discover communication tactics that bridge gaps, build enthusiasm, and encourage teamwork Uncover evolving expectations on issue such as: cadence of promotions, sense of purpose, immediate feedback, work/life balance, and compensation Provide examples and case studies of leaders and brands that have successfully leveraged generational diversity

Standout Experiences for Every Generation Our customers and clients have changed. Baby Boomers retirement accelerated throughout the pandemic, Gen Xers are top leaders in their prime earning years, Millennials are now key decision makers at work, buying homes and having families

and Generation Z is controlling an increasing amount of money in the marketplace. As each generation enters new life stages, it’s crucial for sales people and relationship builders to see the world through their eyes and meet each customer where they’re at. On top of these generational shifts, global changes impact all of us–from technology, to increased competition, to the rapid rate of change– what all of us are looking for from service providers is evolving. Creating experiences that can meet, and exceed these new expectations is imperative. This program explores new research on how brands and salespeople navigate the new landscape of trust, loyalty, expertise, transparency. Learning Objectives: Decode the generational trends shaping the future Discover innovative ways to capture new audiences without alienating loyal customers and clients Uncover evolving views on efficiency, experience, and influence Explore best-in-class case studies from salespeople and relationship-builders