

Generations

Bridging the Gap with Type



Rita M. Murray, CSP, CEO

Speaker and writer of *Survive and Thrive in a Multi-Generational World*®; Co-Writer with Hille Rutledge and keynote speaker for *Generations: Bridging the Gap with Type*

First generation American, energy services leader, executive coach, certified speaking professional (CSP), TV Host, and private pilot, Rita is inspired by people who are passionate about creating great places to live and work!

Rita has worked with Fortune companies, government, and small businesses throughout the world to improve multigenerational relations and communications.

Have you:

- ✓ Dismissed generational issues as too “fluffy?”
- ✓ Challenged the distinctions between the generations?
- ✓ Seek ways to use/understand Web 2.0?
- ✓ Desired practical type tools that work immediately?

“YES?” ... then don't miss this session!

Fun and educational, you will experience surprise, energy, depth, and lots of practical resources for engaging others around the topic of generational diversity and type.

Powerful programs:

- *Survive and Thrive in a Multi-Generational World*
- *Lead Inclusively and Globally*
- *It Takes All Types*
- *Perfect Storm of Opportunity*
- *Cockpit Clicks and Clashes*

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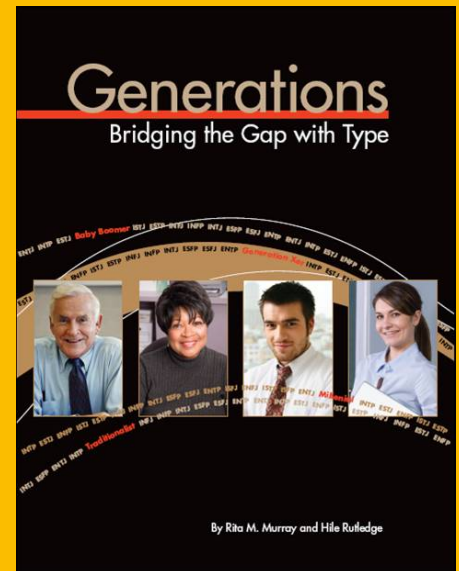
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Topics include:

- Distinguish type competency and generational competency;
- Use four proven ways to reach the multi-generations
- Audit client's multimedia culture by generation and type
- Employ five Web 2.0 secrets
- Explore cost effective new learning models
- Identify the constructive use of type/generational differences
- Use five essentials principles to mentor generations by type
- Identify 10 specific Web 2.0 impacts on all generations/types
- Resources for bridging the generational gap with type

“Generational disunity occurs too frequently to ignore. It happens everywhere – in our homes, businesses, schools, government, and churches. Rather than drive deep wedges between unsuspecting individuals, let's explore some provocative ideas and solve this generational puzzle.”

– Rita M. Murray