

LOST IN GENERATION TRANSLATION



Rita M. Murray, Ph.D. (c), CSP

Speaker and author of *Lost in Generation Translation, Survive and Thrive in a Multi-Generation World®* and co-author of *Generations: Bridging the Gap with Type*

First generation American, Baby Boomer, certified speaking professional (CSP), executive coach, top secret aerospace analyst, and private pilot, Rita is inspired by people who are passionate about creating great places to learn and to work.

Have you:

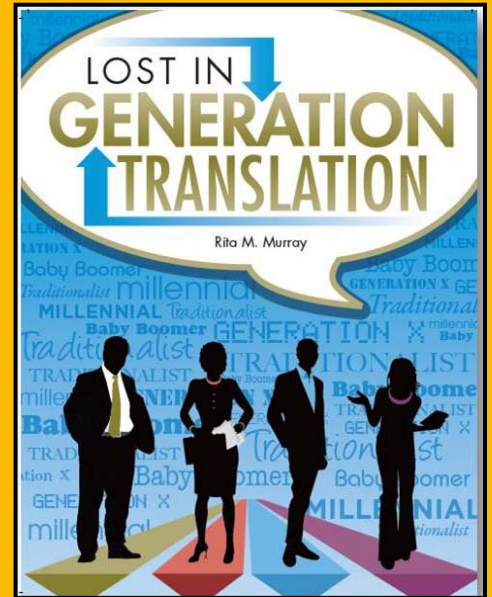
- Wondered why you need a translator to understand colleagues of different generations?
- Challenged the distinctions of multi-generational diversity in the workforce today?
- Desired practical "age diverse" communication tools you can put to work immediately?

"YES!" Then don't miss this event!

Fun and educational, this program creates surprise, energy, depth, and learning around the potentially challenging issues of communicating effectively across generations. Without recognizing and managing issues, time can be wasted: misunderstanding and frustrations arise, and energies are channeled into unproductive, defensive behaviors.

Audience members will:

- Perform a generational self-assessment
- Debunk common generational misperceptions
- Discuss characteristics of today's workforce
- Identify what drives or motivates others'
- Explore pedagogical practices in relation to research on how each generation learns best
- Benchmark employee retention practices
- Employ techniques to avoid counterproductive communication traps and behaviors
- Develop emotional intelligence
- Minimize interpersonal conflict
- Enhance all business relationships
- Learn how to *be found, not lost*, in generation translation!



Rita works with Fortune 100 and 500 companies and small businesses and nonprofits throughout the world to help improve communications.

She promises to engage and enlighten, discuss and provoke, as she leads you through this humorous, educational, and always thought-provoking inter-generational message.

Format

Perfect keynote for a conference kickoff, luncheon, or closing event, this fast-paced, powerful multimedia-based, and information-packed message is credited with an overwhelmingly positive awakening in people's lives personally and professionally.

"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

Call today:
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