

# Performance Consulting

405.447.2977  
405.447.2966 FAX  
www.performanceok.com

Communication Concepts ●●● Connecting People

## *A Perfect Storm of Opportunity*

**Bring it on!**

**Are you ready for a big dose of reality?**

Workforce demographic, cultural and socioeconomic events are colliding to produce the biggest business changes ever experienced in the United States, Canada and many other developed countries. Rita has worked with Fortune companies and small businesses throughout the world to improve multigenerational relations and communications.

Using a provocative and insightful look at successful leadership and business diversity initiatives, this presentation will provide ideas you can use immediately.

### **Topics to be presented:**

- Leadership competencies and opportunities
- Traditionalists and Baby Boomers as leaders
- Gen X and Millennial management – how different are they?
- Language Matters: Inclusive communication tips
  - Service appeals
  - Building sensitivity competence
  - Distracting behaviors defined
  - Business communication queues
  - New employment standards
- Latest Internet trends – social networking, IM, blogs, podcasting, etc...
- How to compete successfully for potential staff and hire, motivate and retain the generations
- Civility, Ethics and etiquette – defining your business culture



*"The phenomenal demographic and socioeconomic changes we're facing won't disappear after a quarter or two. In fact, the biggest changes will increase through 2015. The good news is you've got the tools, knowledge and support to overcome."*

**Rita M. Murray**



### **About Rita Murray ...**

First generation American businesswoman, Baby Boomer, speaker, TV Host, Web producer, Emcee, former top secret contractor, and private pilot, Rita is inspired by people who are passionate about creating and maintaining great places to work.

Rita will use provocative, lively, and fun multimedia that will turn your everyday business leadership and communication challenges into practical solutions and waves of opportunity.

You won't just prepare for change. You'll leave this session confidently saying **"Bring it on!"**

