

Performance Consulting

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Communication Concepts ●●● Connecting People



Rita M. Murray, CSP, CEO
Keynote Speaker

Author of *Survive and Thrive in a Multi-Generation World*®. Co-Author with Hile Rutledge of *Generations: Bridging the Gap with Type and Making Time Work for You*.

Dedicated to developing leaders in business and in life!

Survive and Thrive in a Multi-Generational World

Rita has entertained Fortune companies, government agencies, and small businesses throughout the world to help improve communications and create GREAT places to work!

Do you want to know ...

- ✓ Practical ways to improve communications?
- ✓ Immediate solutions to age related work barriers?
- ✓ Specific tools for you and your business unit?

"YES!" Then don't miss this program.

About Rita ...

Certified speaking professional, first generation American, TV Host, former top secret contractor, and private pilot. Rita is inspired by people who are passionate about creating great places to work!

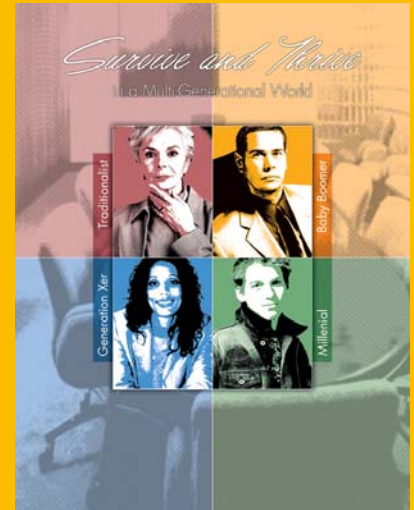
Rita's powerful programs:

- R U LinkedIn?
- R U Connecting?
- MBTI® - Just My Type
- S.W.O.T. for Success
- Take Flight®

Clients include:

- Cablevision
- Cessna
- Chesapeake Energy
- ConEdison
- GE
- Genentech
- IBM
- KPMG
- MIT
- Lockheed
- Northrop Grumman
- Rolls Royce
- US Air Force
- Valvoline

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You'll hear and see real-world differences between generations in your workforce – provocative and guaranteed FUN! Diagnostic guidelines help identify intergenerational conflicts, challenges and barriers.

Multi-Generational topics:

- Identify characteristics and work values of each generation
- *What we've got here is a failure to communicate*
- *You have a way with words* – How/why to avoid careless comments
- Be careful your attitude is showing!
- Uncover internal and external customer needs
- Realize age-45+ stress factors when reporting to someone who was not born when they entered the workforce
- Sincerity and enthusiasm – the essential ingredients
- Master generational communication channels: Phone and Email to LinkedIn and Twitter
- Identify subtle aspects of keeping your workforce engaged / committed
- Review multi-generational motivation options
- Identify practical ways to improve multi-generational culture clashes