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What Makes the Generations Tick and What Ticks Them Off: *Managing and Motivating in a Multi-Generational Workforce*

As leaders, we're being asked to do something that's never been done before. That is, we are being called to create an inclusive experience for a diverse multi-generational workforce that's empowered, informed, and very, very vocal.



Sure, creating such an inclusive experience might sound impossible. But it's not.

The key is to know each generation's unique blueprint, as well as the currencies that drive them and give them the greatest satisfaction.

For example, what prior generations viewed as a **privilege**, today's talent believes is their **right**:

- *"I have the right to feel my voice is heard and honored"*
- *"I have the right to a job that engages my heart, mind and, spirit"*
- *"I have the right to have a work environment that supports how my brain works"*
- *"I have the right to choose my pronouns."*

When leaders are grounded in such **generational currencies of inclusion**, the talent becomes more engaged, productive, and loyal.

While salaries and job titles are important, they're only part of the answer. What talent really wants — what they, in fact, demand — is a company that provides them with meaning.

Meaning, in fact, is the business world's most vital currency. It's as crucial, if not more crucial, than money.



Today, the market you're leading, selling and serving is no longer a homogeneous mass. One leadership or sales approach or even message won't work for all. Instead, your market is divided up among the generations -- and each generation has its own wants and demands.

A company that provides meaning:

- helps its people express their true gifts and ambitions
- challenges them to go beyond their personal bests
- supports them if they fail
- invests in them, even if they won't be working there forever
- believes in their dreams and inherent greatness



If a company helps its people with their demand for meaning, what does the company receive in return?

It gets its *people's hearts, minds, and spirit*.

That is, its people will believe deeply in their work, and in the company as a whole. They'll give their discretionary effort and their highest-quality, most innovative work. What's more, they'll be proud of their company, and will carry that pride into their social communities.

Yes, the benefits for creating meaning are many. And, today, **talent won't accept anything less.**

In this keynote presentation, generational expert Anna Liotta helps participants understand the common issues leaders face, as well as the best ways to address them.

- Understanding the different generations
- Challenges working/leading across generations
- Common generational misunderstandings
- How to overcome generational misunderstandings
- Generational changes coming and how to prepare for these changes



Anna is one of the world's most highly sought-after thought leaders on generational inclusion and leadership -- with clients that include Amazon, Bloomberg, Coca Cola, Microsoft, and the NBA.

Short Bio

Anna is the founder of The Generational Institute™, author of the bestseller, “Unlocking Generational CODES©,” and President of the National Speakers Association.

Anna’s most impressive generational credential? She is the youngest girl of nineteen children. That means every Thanksgiving, graduation, and wedding is a case study in generational communication and relationship-building.

When she is not keynoting or volunteering, you’ll find Anna at a dog park with her Labradoodle puppy, named Golfing.



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