

## Linda S. Thompson's "Workshops in a Box"

Linda Thompson's "Workshops in a Box" are more than presentations filled with facts. These fast-paced sessions are packed full of information, but with a humorous slant throughout. Designed to be one hour sessions, each can be easily expanded to two or three hours, with the addition of breakout discussion groups and/or group discussion by participants.

### ***Bickering-Biting-Clashing-Colliding*** ***Just Another Day at the Office*** **Surviving and Thriving in Today's Multigenerational Workplace**

This workshop takes an in-depth look at the assets and liabilities, views on leadership, technical competence, and values of the four generations that comprise today's workplace. Ideas and suggestions for communication and leadership techniques will be covered. This information offers managers, owners and human resources personnel the opportunity to develop and implement effective strategies to understand workplace discord. They will also learn how to improve employee relations and implement conflict management strategies from a multigenerational perspective.



#### Features and Benefits:

- Define the four generations that comprise today's workplace and the unique demographics of your employee base
- Develop an understanding and appreciation of generational differences and strengths
- Learn why managers may need to change their way of thinking, communicating, and interacting with these diverse personalities
- Discover how to bring all employees into the mix by accepting them for their abilities – not their appearance
- Establish criteria for effective communication that makes a cohesive work environment, and learn the necessary skills that lead to success

The session includes time for questions and answers, bringing a more company-specific focus to the material. Participant involvement is encouraged.

Participants will take away materials for future reference, a fun quiz to play with their co-workers and family, and a new perspective on this multigenerational world in which we live.

The package contains:

- PowerPoint presentation with speaker's notes (on CD)
- "What Did You Learn?" PowerPoint game to close the session (on CD)
- Facilitator Guide
  - Speaker's notes
  - Tips for facilitating a successful workshop
- Participant Materials (on CD, plus one printed copy)
  - Spreadsheet defining the generations and their characteristics
  - Discussion worksheets
  - Tip sheet for navigating our multigenerational world
  - A generational trivia quiz to play with co-workers, family and friends
- One copy of Linda Thompson's book, *Every Generation Needs a New Revolution*

"Linda's presentation of *Just Another Day at the Office* and the content was fantastic and the sociology was interesting. This session was very informative. Just knowing what Linda knows will make everyone better leaders."

– Michael R., Arizona State University presentation attendee

***"This is Not Your Father's Oldsmobile"***  
***Different Ages, Different Values, Different Words***  
**A New Paradigm for Marketers**



Remember the sale pitch, "This is not your Father's Oldsmobile?" The way we market our products and services must keep up with the needs of our customers. We are attempting to sell our product and/or service to several generations, using the same pitch to everyone. Most likely, those of who have tried, have not found a great deal of success.

From this workshop, participants will take away ideas and proven methods to help them understand how to connect with each generation. Will it be easy and painless? Absolutely not! Will it be worth the effort? Absolutely yes – if you want to be in business for the long haul, that is.

### Features and Benefits:

- Learn how the different groups communicate, what their values are, and what they expect from marketing materials and from a sales representative. Consider these distinct generations when creating marketing plans – the Veterans, the Silents, the Boomers, the Gen Xers, Generation Y and the Millennials. They do not all think alike!
- Discover what appeals to each generation/age group. What will warm their hearts, and what will make them see red?
- Find out why some folks purchase products and services based on need; others based on want and/or instant gratification.
- Understand why your vision of how the consumer views your product may need a makeover, and why you may need a different pitch for each generation.

The session includes time for questions and answers, and participant involvement is encouraged. Participants will take away materials for future reference, a fun quiz to play with their co-workers and family, and a new perspective on marketing to this multigenerational world we live in.

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"Our participants were not an easy audience to satisfy, yet your *Generational Marketing – Different Ages, Different Values, Different Words* was a home run. Your humor, entertaining and educational style made the content easy to understand and learn...The purpose of our conference was to give these professionals some new answers...you helped us to deliver on that goal!  
– Patrick Peters, Founder of the Annual Long Term Care Professionals Conference

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