

# CREATING AN EMPOWERED CULTURE:

## Motivating a multi-generational workforce

Never before have we been faced with such generational diversity in the workplace. With the number of Millennials in North America joining the workplace surpassing both Generation X and Baby Boomers combined, we are poised for a distinct shift (or collision!) in how we interact, communicate, and work. Despite the challenges that generational diversity creates within an organization, they also provide valuable insights into shifts in customer demand and loyalty. Creating an empowered culture is to create a force to be reckoned with when it comes to attracting customers and employees.

### Key Takeaways:

- ▶ The most significant aspects of today's multi-generational culture.
- ▶ Recognizing generational differences and understanding how to reduce diversity.
- ▶ Connecting generational differences with customer preferences.

“ I have engaged Shawn to speak on several occasions. He repeatedly achieves excellent feedback from his audience which is why we bring him back again and again.

—Steve Johnston  
CIPMM President

