

## Speaking Topics

### **FROM COLLISION TO CHEMISTRY: LEADING ACROSS GENERATIONS** How to Build Cross-Generational Trust that Drives Membership, Revenue, and Trust

Baby Boomers, Gen X, Millennials, and Gen Z. These four generations make up the exceptionally valuable and endlessly complex workforce of today, and the deep differences among their beliefs about work are adding significant friction to getting growth and goals.

“How do I bridge their differences and deliver massive results at the same time?!” is a common and understandable leadership concern.

**FROM COLLISION TO CHEMISTRY: LEADING ACROSS GENERATIONS** solves this problem by equipping leaders of all ages and levels to understand why each generation responds to work and life the way they do, and gives tactical guidance for how to get teamwork and material results from any combination of generations.

#### **Key Takeaways Include:**

- Clear, tactical steps to navigate the cultural and legal landscape of multi-generational teams
- The ability to anticipate and resolve cross-generational conflicts on both team and individual levels
- Phil's GIVE TO GET TRUST leadership guide
- Phil's LIFE Motivation Model - a lightweight, scalable process to discover employee motivations and drive performance

#### **Great for Associations & Businesses that Need to:**

- Engage and retain Gen Z & Millennials
- Sharpen their value propositions and offerings to specific age groups
- Identify and develop future leaders
- Improve marketing effectiveness among specific age groups

## Speaking Topics

### DESIRE-BASED LEADERSHIP: MOTIVATING TOP PERFORMANCE

#### How to Use First-Place Motivations to Get First-Place Results

Most employee engagement strategies say, “Give us your best, and then we’ll hit our goals!” These strategies fall short because hitting company goals isn’t what employees care about *most*.

Every employee cares *most* about getting the life they want from the work they do. When they can get the life they want from the work they give, they will bring their top performance to work every day with a minimal amount of friction.

**DESIRE-BASED LEADERSHIP: MOTIVATING TOP PERFORMANCE** equips people leaders to leverage this connection between the life someone wants and the job they have as the most powerful and reliable engine of top employee performance, and a core pillar of the trust that drives growth amidst constant change.

#### Key Takeaways Include:

- Phil’s LIFE Motivation Model - a lightweight, scalable process to discover employee motivations and drive performance
- A game plan for how to give your people what they want most, and what to do when you can’t
- Strategies for how to raise performance without using punishment
- Tactics & insights for how to motivate performance from team members of all generations

#### Great for Leaders Who Need:

- Improved employee performance
- Increased revenue growth & profit
- Less time spent on hiring & performance management
- Lower attrition rates
- Improved well-being & mental health