

Emily C. Williams is available as a speaker and trainer through *Emily Presents*

With more than fifteen years of training and public speaking experience, she has keynoted conferences and presented at events throughout the United States and Europe.



Her LEGEND 4 SUCCESS Series and stand-alone presentations provide practical approaches to leveraging generational diversity for success both in the workplace and with clientele.

Emily has a B. A. in Political Science, a Master of Public Policy (MPP) degree, and an Advanced Certificate in Human Resource Management.

A proud member of *Generation X*, the *X-er* characteristics she most personifies are techno-literacy and risk inclination.

Additional Presentations:

- Change Readiness
- Cross-Cultural Communication
- “Creating Effective Partnerships with Difficult Individuals”
- Equal Employment Opportunity (EEO)
- “Establishing Your Mission, Principles, Values & Vision”
- “Friending, Tweeting, Blogging & Following: An Introduction to Social Medi@”
- “Powerful Choices...Dynamic Results”
- “Mastering the Fundamentals of Public Speaking”
- “Preparing Today’s Employees to Be Tomorrow’s Leaders”



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EMILY



PRESENTS



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LEGEND 4 SUCCESS:

*Leveraging
Generational
Diversity
for Success*

The diversity of today's American workforce is unprecedented in terms of race, ethnic background, gender, sexual orientation, language, religion, disability and socioeconomic status.

And now, for the first time in our history, four generations are working side-by-side in the American labor force.

This generational diversity presents opportunities for innovation, growth, improved performance and unparalleled success – if leveraged wisely and inclusively. However, as we have seen when any type of diversity is managed poorly, generational diversity can also open the door to conflict, balkanization, resentment, and decreased productivity.

LEGEND 4 SUCCESS
is your roadmap to skillfully navigating across today's generational divide.



Each generation is marked by distinct commonalities. Understanding what makes each generation 'tick' is critical to understanding which messages will be effective and which messages will be ignored – or worse – perceived as offensive or divisive.

- As a **Manager or Supervisor**, how do you lead and motivate a multi-generational workforce?
- As a **Recruiter or HR Professional**, how do you attract and retain the most talented employees from each generation?
- As a **Marketing or Sales Professional**, how do you tailor your message to potential customers from different generations?
- As a **Business Owner**, how do you increase the appeal and relevance of your products and services in a multi-generational world?

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LEGEND 4 SUCCESS

is your custom-made guide to:

- *Recognizing* the generational markers that serve as predictors of behavior and preferences.
- *Enhancing* your understanding of the motivators and expectations associated with each generation.
- *Deepening* your appreciation of commonalities among individuals despite generational affiliation.
- *Improving* your ability to get along with people of all ages.
- *Applying* techniques to mitigate and resolve common inter-generational conflicts.
- *Leading* in a manner that retains and motivates a multi-generational workforce.

It's important to approach potential generational differences with the same care and balanced perspective that we ideally bring to other demographic differences.

Our objective is not to develop a set of strict stereotypes so that we can more easily and quickly pigeonhole people. Rather, our objective is to increase our understanding of the motivators and expectations of each generation, then use this information to make necessary shifts in our thinking and approaches to communication.