

Leading a team in Australia today is a very different experience to organisational leadership the 1960's, or the 1980's. In many ways we resemble our times more than we resemble our parents. Therefore understanding these changing times and the diverse generations at work is essential for today's leaders.

Most of today's business leaders are Baby Boomers but they are increasingly leading alongside Generation X and the emerging Generation Y. In this session, Mark will outline the new demographics, social trends, and generational diversity. Based on the latest research, he will share the implications of an ageing population on both the workforce, and customers. He will give insights into the different leadership styles and workplace priorities of the different generations. He will also define the attitudes, values, and workplace priorities of today's employees, and provide strategies to better connect and communicate in these changed times.

Key issues:

- The **4 biggest social trends** redefining the business landscape.
- **Training & communicating** with the digital generation.
- **Gen X and Y friendly managers**- what they're doing right.
- Managing & leading **intergenerational teams** in individualistic times.
- Understanding the **attitudes, & values** of the diverse generations.
- **Managing up**: what Gen Y need to know to manage the older generations.
- **Training & communicating** with the digital generation.
- Understanding the hot-buttons & values of **the ever-changing customer**.
- **Gen X and Y friendly managers**- what they're doing right.

