



### Cam Marston

Cam Marston is the leading expert on the impact of generational characteristics and differences in the workplace and the marketplace. As an author, columnist, blogger, and lecturer, he imparts a clear understanding of how generational demographics are changing the landscape of business. Marston and his firm, Generational Insights, have provided research and consultation on generational issues to hundreds of companies and professional groups—ranging from small businesses to multinational corporations, as well as major professional associations—for over 15 years.

Marston's books, articles, columns, and blog posts describe and analyze the major generations of our time: Matures (born before 1946), Baby Boomers (born 1946-64), Generation X (born 1965-79), and Millennials (born 1980-2000). Marston explains how their generational characteristics and differences affect every aspect of business, including recruiting and retention, management and motivation, and sales and marketing.

Marston is the author of several books on generations and business practices. His first book, *Motivating The "What's In It For Me?" Workforce* (2005), explores the characteristics and motivations that each generation brings to the workforce and suggests management tactics applicable to any business setting. His second book, *Generational Insights* (2010), is a guide to the best practices in managing generational issues. And his most recent title, *Generational Selling Tactics That Work* (2011), is the first book-length study of generational approaches to sales and marketing.

Marston has also been featured in the *Wall Street Journal*, *The Economist*, the *Chicago Tribune*, *BusinessWeek*, *Fortune*, *Money*, and *Forbes*, as well as on Good Morning America and the BBC. He writes a monthly column for *Business Alabama* and *InvestmentNews* and has been a featured columnist in *Agent's Sales Journal*, *PROFIT Magazine*, and *Multi-Housing News*, among others. His blog at [GenerationalInsights.com](http://GenerationalInsights.com) tracks the latest changes and developments in generational issues and demographics. He is also an ongoing instructor at Belmont University in Nashville, TN.

As a consultant, Marston has provided generational insight and advice to leadership at the nation's most prominent corporations, including American Express, Fidelity, Merrill Lynch, Kellogg, Coca-Cola, Macy's, Warner Brothers, ESPN, Qualcomm, RE/MAX, and Eli Lilly. He has also delivered presentations and offered consultations to the U.S. Department of Agriculture, the Internal Revenue Service, and the U.S. Army, as well as major professional associations such as the American Bankers Association and the Million Dollar Roundtable.

Marston's presentations are informative, engaging, and often humorous. He offers concrete demographic research that is tailored to his audience; but he enlivens the data with anecdotes,

tales from the real business world, attention-grabbing visuals, and quips that make the message memorable. Marston's clients consistently report that his research makes his programs relevant and his presentation style makes them interesting and fun.

Marston's insights and expertise are the product of 15 years of research and consultation across a wide range of industries as well as his own early-career background in corporate sales and research. He is a native and resident of Mobile, Alabama and a proud member of Generation X.

## **Keynote and Workshop Descriptions:**

### **Sales and Service Across the Generations**

Everyone likes the same type of sales style and the same type of service, right? Nothing could be further from the truth. And the truth is that what your sales team doesn't know about the four generations impacts the bottom line. Each generation, with their unique values, defines a quality sales or service experience in their own unique way. What Gen X may prefer, Matures may think is outright rude. What Boomers define as "rapport building" Millennials may define as a waste of time. In "Sales and Service Across the Generations" Marston explores the sales and services biases of each of the four generations and gives simple, easy-to-execute ideas for how to best work with each. It is highly energetic, highly engaging, and full of immediately actionable ideas that translate into increased sales.

\* This presentation can be highly customized by industry or company. \* This presentation can be modified to become a workshop.

### **Four Generations: One Workplace**

Employers and managers need to understand the attitudes and expectations of each of the four generations so they can best work with each. The days of "treat everyone the same" are no longer with us; now we must accept the needs and desires of the individual. What causes the generations to differ from one another?

Affluent societies:

1. create the generational change by repeatedly causing youth to push back on adulthood
2. create threats to the apprentice-to-master model
3. change the definition of 'success'

This insightful and entertaining presentation introduces audiences to the four generations of employees in today's workplace and how to work with and manage each. Case studies are brought to life and recommendations for best practices are shared.

\* This presentation can be highly customized to feature census data (where appropriate), company initiatives, company demographics, etc. \* Worksheets are available for a quick 5-minute exercise to ensure take-away ideas and behaviors. \* Recruiting and Retention concepts can be added if needed. \* This presentation can be modified to be a ½ day or full day workshop. \* Ask about the added value of surveying participants in the weeks prior to the presentation.

## **Recruiting and Retaining the Generations**

Quality employees are your organization's most valuable resource. How do you find the best candidates, and how can you keep the ones you have? Who is on your "lifer list?" What are you doing to make sure they'll stay? Is it the right thing?

This presentation uses best practices across industries to show how today's most competitive companies are competing for, winning, and retaining their top people. It breaks down the motivations of each of the generations of employees and illustrates how companies "in the know" are using those motivations to better attract and retain their talent.

\* Worksheets are available for a quick 5-minute exercise to ensure take-away ideas and behaviors. \* This workshop can be customized to use census data for recruiting purposes where available and appropriate. \* This presentation can be modified to be a ½ day workshop. This workshop can be customized to use census data for recruiting purposes where available and appropriate.

## **Generational Pendulum**

We've been here before. History is repeating itself right in front of us. The four generations have existed before in times much like these, and they've had the same reaction to these economic challenges. Being a student of the past makes the future predictable, and the future is bright for forward-thinking companies. Favor will fall on those who adjust their strategies to create opportunities for the predictable attitudes and outlooks of each of the generations today. Marston's "Generational Pendulum" peeks into the looking glass of the future where we see the past, the present, and the prediction of what will happen to each of the generations. This provocative program uses similar historical times to explain the behaviors of the population. Marketing, communications, sales, and human resources will find this content thoroughly engaging and will position them to benefit from these anticipated changes.

History is repeating itself. Be Ready.

\* This presentation will be customized to focus on predictable industry trends.