

# When Generations Collide 2.0

by David Stillman



**You may think you know the generations**, but the Baby Boomers, Generation X'ers and Millennials are carving out new territory as they evolve. Now comes the latest twist — the arrival of Generation Z in the workplace and marketplace. Just when you think you've bridged all the gaps, it's time to learn about what happens when generations continue to collide.

In *Generations 2.0*, you will learn where all the generations are in their careers today and what they need to be successful. Where are the big generational issues on the horizon for leaders, managers, and individuals? And what's going to happen when a whole new generation arrives on the scene — Gen Z?

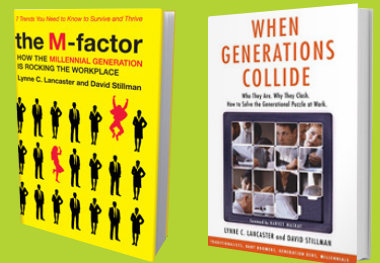
This energizing, fresh, and funny update on Generations will help you identify the gaps creating mayhem in your workplace and marketplace, apply smart solutions to help you navigate multigenerational minefields, and ultimately, look at the generations in a whole new way.

**David's multimedia presentations** are always entertaining and thought-provoking. Known for customizing his material for every client, David can focus his generational insights in three distinct areas:

- **Workplace:** recruiting, retaining, communicating with 4 generations
- **Marketplace:** customer service and sales for 4 generations
- **Giving:** how to attract and retain 4 generations of donors and volunteers

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**David Stillman** is a generational expert, co-founder of the generational consultancy BridgeWorks, and an internationally acclaimed keynote speaker. He is co-author of two best-selling books on the generations at work including *When Generations Collide* (HarperCollins) and *The M-Factor: How the Millennial Generation Is Rocking the Workplace* (HarperCollins).



He has appeared on CNN, CNBC, and the TODAY Show as well as in *Fast Company*, *The New York Times*, and *The Washington Post*, among numerous other national publications. David has received rave reviews from Fortune 100 companies including 3M, American Express, Best Buy, Cisco Systems, Deloitte, Disney, GE, General Mills, Johnson & Johnson, Lockheed Martin, Pepsi, PricewaterhouseCoopers, Pfizer, and many more. His creative communications work earned him numerous accolades including gold medals at the NY Film Festival and the much coveted CLIO Award. He was named to the prestigious list of "Forty Under 40" movers and shakers by *The Business Journal* and most recently as one of *200 to Watch*.

*"David will help you see the world through the eyes of a different generation."*

— Diane Sawyer, ABC TV