

# Engage Every Age:



## How to Leverage the Generational Strengths and Overcome Generational Stigmas

To better understand how to better work with each generation and overcome stigmas, you need to bridge the gap between the three biggest generations: Baby Boomers, Gen X and Gen Y, specifically:

- The workforce of the future
- The political, technological and societal influences that shaped each generation's perspective, values, language and belief systems
- The personality traits, and key differences, of each generation in today's workforce
- The stereotypes each generation unconsciously believes about other generations
- The strengths each generation can offer to other generations
- How to communicate effectively with each generation, verbally and in writing

### NEXT Young Professionals Networking Breakfast

Friday, June 19

8 a.m. to 8:30 a.m. – Breakfast and Networking

8:30 a.m. to 10 a.m. – Program

HAF Dinerstein Reed Prokop Education Center at the HAA Office

4810 Westway Park Blvd. off Clay Road and Beltway 8

Program Fee – \$10

Register online at [www.haaonline.org](http://www.haaonline.org) or email [ehilton@haaonline.org](mailto:ehilton@haaonline.org).

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#### Guest Speaker: Anne Loehr

After graduating from Cornell University, Anne Loehr managed and eventually owned international, eco-friendly hotels and safari companies for more than 13 years. Frustrated that she couldn't find top-quality team development programs for her 500

Kenyan employees, Anne honed these skills herself by creating her own dynamic leadership and management development programs.

Since selling her hospitality businesses and becoming a certified executive coach, facilitator and management consultant, she has been working with diverse organizations such as Facebook, US Air Force, Morgan Stanley Smith Barney, American Red Cross, Booz Allen Hamilton, John Hancock, Coca-Cola and MD Anderson Cancer Center to consistently help organizational teams improve their communications and deepen their working relationships.

Named the "Generational Guru" by The Washington Post, Anne's work has been featured in Newsweek International, The Washington Post, The New York Times, Huffington Post, National Geographic Traveler, Washingtonian and CNN Money.

Anne co-founded Safaris for the Soul, international leadership retreats that help senior managers find their organizational values and purpose. Her first book, *A Manager's Guide to Coaching: Simple and Effective Ways to Get the Best Out of Your Employees* was published by the American Management Association in 2008. Her 2nd book, *Managing the Unmanageable: How to Motivate Even the Most Unruly Employee*, was published by Career Press in 2011.

