



RAVEN SOLOMON

GENERATIONS

UNDERSTANDING & MOTIVATING GEN Z

KEYNOTE SPEAKER
AUTHOR
STRATEGIST



LEARN WHAT YOUR FUTURE EMPLOYEES AND CUSTOMERS WANT... AND FRANKLY, DEMAND

KEYNOTE

Recommended Duration: 60-90 minutes



Virtual or in Person

DESCRIPTION

As if the workplace wasn't complex enough with 4 generations working alongside one another, **a new generation is emerging that is much different** than its predecessors and is shaking up the way we hire, engage and retain talent—Gen Z. The tech-native generation is now the largest percentage of the U.S. population and is coming whether we're ready or not! **In order to stay competitive, we must not only position ourselves to attract the top talent** of this generation, but educate ourselves on how to retain them and fully leverage their skillsets.

In this keynote, we will explore all of what we know about Gen Z so far, relating to their behaviors, preferences, and interactions. We'll spend time differentiating Gen Z from Millennials and discussing the key points of contrast between the two youngest generations in the workforce.

Lastly, we will discuss employing and leading Gen Z. How do leaders motivate and engage them? How do you best communicate with them? What do they look for most in employers? This program answers all of those questions and more.

OBJECTIVES

- **Explain how to recruit, motivate, engage,** and effectively communicate with Gen Z.
- **Identify key differences between Gen Z and other generations,** particularly Millennials.
- **Demonstrate in-depth knowledge** of Generation Z's tendencies, behaviors and interactions with various stimuli.

AUDIENCE

Business & People Influencers – Sales, HR, and Talent Acquisition Professionals as well as leaders of Gen Z team members

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info@ravensolomon.com | www.ravensolomon.com