



RAVEN SOLOMON

GENERATIONS

CLOSING THE GENERATIONAL GAP

SIGNATURE PROGRAM

KEYNOTE SPEAKER
AUTHOR
STRATEGIST



EMPATHIZE, COMMUNICATE, AND COLLABORATE ACROSS GENERATIONAL DIFFERENCES

KEYNOTE

Recommended Duration: 60-90 minutes



Virtual or in Person

DESCRIPTION

For the first time in history, there are 4, in some cases 5, generations working alongside one another in the workplace. Differences across these generations can **create frustration, tension and breakdowns in communication**. These problems can stall productivity and create hostile work environments that lead to disengagement and dissatisfaction. Creating a culture where generational differences are understood, welcomed and even leveraged can result in **higher performance, happier employees, and better places to work**.

This unique and highly engaging program will engage every attendee, no matter the age, as they learn about the differences and similarities across the five generations in the workforce, and **how each can be leveraged to create cross-generational synergy that drives results**. Attendees will walk away understanding **general characteristics of each generation, why these characteristics are as they are, and how they tend to show up at work**.

OBJECTIVES

- Demonstrate a deeper understanding of **generational characteristics** and why each are the way they are.
- Learn techniques for **communicating more effectively** with members of different generations.
- Appreciate generational diversity as an **organizational strength** rather than a barrier to progress.

AUDIENCE

Employees and/or leaders of all generations



RAVEN SOLOMON

GENERATIONS

LEADING ACROSS GENERATIONS

SIGNATURE PROGRAM

KEYNOTE SPEAKER
AUTHOR
STRATEGIST



LEAD ACROSS & LEVERAGE GENERATIONAL DIFFERENCE TO OPTIMIZE TEAM PERFORMANCE

KEYNOTE

Recommended Duration: 60-90 minutes



Virtual or in Person

DESCRIPTION

Leading people is tough. And when you add in the fact that the workplace is now comprised of more generations than ever before, the job of a leader only grows tougher. **People leaders across all industries are being tasked with getting business results in a marketplace that is more competitive than ever,** through a team that is likely more generationally diverse than ever. Managing across these generational differences can be overwhelming, costing the organization in time and output.

In this unique and highly engaging program, **Raven takes your leaders on an in-depth journey to fully understanding** not just the generational differences that exist amidst their team, but why these differences exist and how they can be leveraged to create cross-generational synergy that drives results. Leaders will leave with a clear understanding of how generations form and why they have such an impact on the way people perform and how they are best led (and motivated) at work. **Raven will share her trademarked framework, Led Languages™, to help attendees develop strategies for effectively leading** across the various generations within their team.

OBJECTIVES

- Demonstrate a **deep understanding of generational characteristics** and their foundation.
- Identify the value of moving from **generational diversity** to **generational inclusion**.
- Learn proven techniques for effectively managing team members of each generation.
- Appreciate generational diversity as a team competitive advantage.

AUDIENCE

People Leaders – leaders and managers of multigenerational teams.

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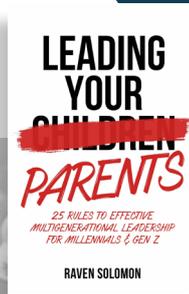
info@ravensolomon.com | www.ravensolomon.com



RAVEN SOLOMON

GENERATIONS

LEADING YOUR PARENTS



KEYNOTE SPEAKER
AUTHOR
STRATEGIST

MANAGE, LEAD AND INFLUENCE THOSE OLDER THAN YOU

KEYNOTE

Recommended Duration: 60-90 minutes



Virtual or in Person

DESCRIPTION

Sooner than we think, Baby Boomers will no longer be the dominant generation in the workplace. They will soon retire, taking a wealth of institutional knowledge and experience with them and leaving all levels of leadership roles to be filled. **Their succeeding generation, Gen X, is ready, but simply not large enough to fill them all.** For this reason, companies are recruiting, hiring and training young talent to assume leadership positions traditionally filled after years of experience. **The reality is that these young leaders are guiding team members their parents' age,** which can be an uncomfortably intimidating task. Are they ready?

In this program, Raven will help prepare young leaders for the realities of the multigenerational workplace and the challenges of leading, directly or indirectly, within it as a young professional. She provides insights and proven strategies of multigenerational leadership, as covered in her book **Leading Your Parents: 25 Rules of Effective Multigenerational Leadership for Millennials & Gen Z**, as well as amusing stories and compelling research.

OBJECTIVES

- **Learn the 3 keys** to multigenerational leadership.
- Gain **insight into other generations** to increase empathy and cross-generational effectiveness.
- Understand the **Led Language™ of each generation and why.**
- Learn how to overcome the negative stereotypes of Millennials & Gen Z and leverage them to their advantage.

AUDIENCE

Emerging Leaders and Young professionals

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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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THE
INTERSECTION



RAVEN SOLOMON

THE INTERSECTION

THE [GENERATIONAL] BUSINESS CASE FOR DEIB

KEYNOTE SPEAKER
AUTHOR
STRATEGIST



GET CLEAR ON WHY DEIB IS A MUST AT EVERY LEVEL OF THE ORGANIZATION

KEYNOTE

Recommended Duration: 60-90 minutes



Virtual or in Person

DESCRIPTION

Every CEO wants their organization to be inclusive. In order for **Diversity, Equity, Inclusion and Belonging to be truly embedded throughout your organization**, every employee—from the c-suite to the frontline—must be committed to inclusion and rooted in a clear business case.

If the business case is not made clear at every level of the organization, you run the risk of DEIB fatigue, disengagement in creating change, and bottlenecked inclusion that can lead to your organization being last on the **APPLY TO list for top Gen Z talent**.

In this engaging and insightful program, Raven takes those skeptical of the value of DEIB in their workforce and makes them believers, by clearly articulating the risk to their business without it. Those who are already believers, **she equips with additional tools and awareness to further understand** and articulate the value of DEIB. She does all of this uniquely using generations to frame the value proposition.

OBJECTIVES

- Identify the risks associated with not making DEIB a serious business imperative
- Provide a common language and **working knowledge of key DEIB terms such as diversity, inclusion, equity, belonging, identity, and intersectionality**
- Explain the generational evolution of diversity work in the workplace
- Understand the **organizational and individual value of DEIB**

AUDIENCE

Business & People Leaders – Executive Leaders, Mid-Level Managers, Frontline Leaders or ALL



RAVEN SOLOMON

THE INTERSECTION

GENERATIONS + RACIAL EQUITY

KEYNOTE SPEAKER
AUTHOR
STRATEGIST



WHERE & WHY GENERATIONS AND RACIAL EQUITY INTERSECT TO MOVE US FORWARD

KEYNOTE

Recommended Duration: 60-90 minutes



Virtual or in Person

DESCRIPTION

The year 2020 showed us that our nation is as divided as ever, particularly on the topic of race and racism. It is this division that accompanies your employees and members every time they log on for work—causing anxiety, mental and emotional stress, and mistrust and skepticism of those with differing opinions.

Unbeknownst to many of us, much of this division is driven by a disconnect across generations on the severity and impact of systemic racism. **Creating awareness around the generationally relative nature of racism, applying empathy, and learning to effectively collaborate across generations** is truly our best path towards a racially equitable society and workplace.

In this informative and inspiring keynote, Raven breaks down the connection between equity and generations that every organization needs to know and lean into to thrive in a marketplace that is growing more racially and ethnically diverse by the decade. **She helps attendees of all backgrounds understand how and why a generation can impact how they view, understand, and even combat racism.** Attendees will leave with greater clarity on the role their generation can play in fighting for racial equity, and how to effectively collaborate with other generations in that pursuit.

OBJECTIVES

- Explain the connection between generations and racial equity
- Demonstrate **how and why one's generation can impact how they view racism today**
- Examine why equity is what marginalized groups and their allies want and need
- Describe how to leverage generational differences to move towards racial equity

AUDIENCE

Employees and/or leaders of all backgrounds

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RAVEN SOLOMON

THE INTERSECTION

COLLABORATING ACROSS GENERATIONS FOR RACIAL EQUITY

KEYNOTE SPEAKER
AUTHOR
STRATEGIST



INCREASE UNDERSTANDING, ACTIVATE EMPATHY AND
INSPIRE COLLABORATION TO CREATE SUSTAINABLE CHANGE

Recommended Duration: 60-90 minutes



Virtual or in Person

DESCRIPTION

The year 2020 showed us that our nation is as divided as ever, particularly on the topic of race and racism. It is this division that accompanies you, your employees and/or your members every time they log on for work—causing anxiety, mental and emotional stress, and mistrust and skepticism of those with differing opinions.

Unbeknownst to many of us, much of this division is driven by a disconnect across generations on the severity and impact of systemic racism. **Creating awareness around the generationally relative nature of racism, applying empathy and learning to effectively collaborate across generations** is truly our best path towards a racially equitable society and workplace.

In this informative and inspiring keynote, Raven helps your attendees of marginalized racial backgrounds understand how and why our generation can impact how we view, understand, and even combat racism. Attendees will leave with greater clarity on the role their generation can play in fighting for racial equity, and how to effectively collaborate with other generations in that pursuit.

OBJECTIVES

- Explain the **generationally relative nature of racism**.
- Explain how and **why one's generation can impact** how they view racism today.
- Demonstrate how **cross-generational collaboration** can move us toward racial equity.

AUDIENCE

Marginalized Racial Groups & their Allies – cross-generational groups of marginalized communities;
racial/ethnic Employee Resource Groups

RACIAL
EQUITY



RAVEN SOLOMON

RACIAL EQUITY

HOW TO BE AN ANTIRACIST ALLY

KEYNOTE SPEAKER
AUTHOR
STRATEGIST



ACTIVATE YOUR ALLYSHIP FOR RACIAL EQUITY

KEYNOTE

Recommended Duration: 60-90 minutes



Virtual or in Person

DESCRIPTION

Many have recently experienced an awakening of sorts, concerning the reality of racial inequality and inequity in America, and have a deep desire to change. Others, on the other hand, have been aware of the problem, but unaware of how to be a part of the solution.

This desire to change met with bewilderment can cause stagnation and frustration, allowing the problem that effects the lives of many of your customers, team members, and loved ones to worsen. **Now is the time for allies to be educated, activated, and empowered to create antiracist change both inside and outside of your organization.**

In this program, Raven creates a welcoming safe space for aspiring allies to learn about the depths and severity of systemic racism in the U.S. and how to **activate their antiracist allyship in their everyday professional and personal lives to close the gaps in inequity.**

OBJECTIVES

- **Define and explain** the depths of systemic racism in the U.S.
- Identify performative vs. effective allyship using the Allyship Assessment Model
- **Apply the 4-step process** to beginner allyship using the ACES model
- **Describe what it means to be an antiracist**

AUDIENCE

Aspiring and Current Allies looking to strengthen their allyship journey



RAVEN SOLOMON

RACIAL EQUITY

HOW TO BE AN INCLUSIVE LEADER

KEYNOTE SPEAKER
AUTHOR
STRATEGIST



FOSTER A CULTURE OF INCLUSION IN OUR TEAM OR BUSINESS

KEYNOTE

Recommended Duration: 60-90 minutes



Virtual or in Person

DESCRIPTION

Inclusive Leadership can be a very illusive and ambiguous term. Yet, as the U.S. population grows more and more diverse and emerging markets strengthen around the globe, it is an emerging leadership capability that will be vital to the success of our workplaces and marketplaces in the very near future.

Busy leaders need to know precisely what they can and should do to be inclusive leaders who truly foster **a sense of belonging within their teams that results in employee engagement, high performance, and consistent results now and into the future.**

In this program, Raven breaks inclusive leadership down into 6 straight-forward characteristics, demonstrating what each looks like in everyday leadership. **She covers the inner drivers necessary to actualize these characteristics in a way that is seen and felt by team members.** Your leaders will leave with a clear understanding of the importance of their inclusive leadership, newfound courage to lean into discomfort, and an awakened curiosity to learn more about themselves and their bias, as well as the lived experiences of others.

OBJECTIVES

- Identify the **6 characteristics of highly inclusive leaders** as well as their drivers.
- Explain the **quantitative and qualitative value** of inclusive leadership.
- Identify **personal areas of opportunity** to be a more inclusive leader.

AUDIENCE

Business & People Leaders

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