

MCAI Presents

LEVERAGING GENERATIONAL DIFFERENCES IN THE WORKPLACE

During this half day seminar, participants will discover the benefits of having different generations represented at all levels of the organization.

Change in the workplace is happening at warp speed and to keep your companies at the forefront of your industry you must move away from unproductive and negative views of different generational priorities. We must be able to seek the benefits of our differences and use them to create impactful and important changes in our companies.

By the end of the workshop, the group will know how to use key leadership skills founded in communication and emotional intelligence to leverage generational difference and gain competitive advantage. We will discuss how to optimize productivity and morale in the office and in the field for better results and sustainability.

21 Seats Only



Monday, April 25, 2022
8:00am - 12:00pm
Breakfast: 7:30 - 8:00am



The Rewind West Des Moines
6075 Mills Civic Parkway
West Des Moines, IA 50266



Leah Gutmann

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Learning Objectives

Upon completion of this seminar, participants will be able to:

- Identify the foundations of generational differences and explain the key characteristics of each.
- Explain why it is essential to change our context around generational biases in order to obtain company long term success.
- Use key leadership skills to improve relationships between the generations.
- Apply strategies to leverage different generational perspectives and skills at all levels of the organization.

Registration Deadline: Friday, April 15, 2022

