

LEADERSHIP

Modular Series™



ACHIEVING ORGANIZATIONAL GREATNESS THROUGH KNOWLEDGE WORKER AGE LEADERSHIP

Leading Across Generations

A four-hour, modular, instructor-led program for leaders.

“The prosperity of countries — and companies — depends on their ability to create value through their people, and not by husbanding resources and technologies.”

—Kenichi Ohmae,
The Next Global Stage

▶ OUTCOMES

Participants in FranklinCovey's *Leading Across Generations* leadership-development module will be able to:

1. Understand and leverage the differences among generations.
2. Resolve the Sticking Points that inevitably occur among generations' differing perspectives, styles, and expectations.
3. Motivate team members to volunteer their greatest contribution by engaging the whole person and giving space for generational differences to exist.

Challenge

Can Your Leaders Leverage the Differences Between Generations?

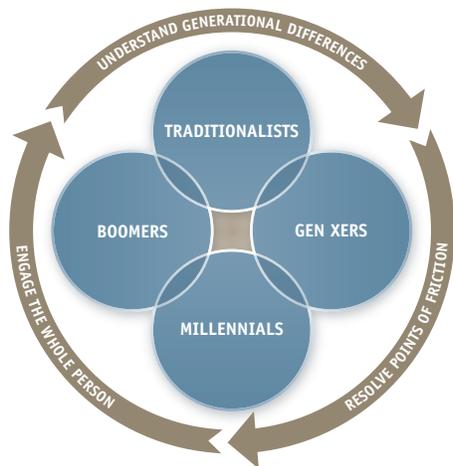
For the first time in history, there are four distinct generations in the workforce: Traditionalists, Baby Boomers, Gen Xers, and Millennials...all with their own perspectives, styles, and expectations. Unfortunately, where there are differences, often there are conflicts. What if leaders could *leverage* the differences between generations instead of just eliminating conflict?

Solution

Great Leaders Tap Into the Unique Contributions of Each Generation

FranklinCovey's *Leading Across Generations* gives leaders a profound understanding of the differences among generations. But great leaders don't just understand the differences, they also recognize the importance of putting those differences to work in finding more creative solutions to problems; fostering robust, productive dialog; and engaging team members in giving their highest and best contributions. Much more than a "conflict resolution" program, participants in the *Leading Across Generations* program will:

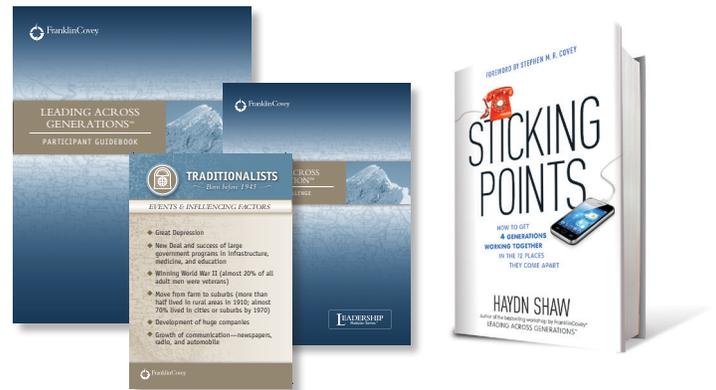
1. Gain an understanding of the specific differences between the four generations in today's workforce.
2. Discover how stereotyping hinders communication and engagement.
3. Resolve the Sticking Points where one generation's style or perspective is likely to conflict with those of another generation.
4. Explore different Sticking Points scenarios using the included reference cards to find solutions.
5. Learn how to engage the "whole person" in helping team members from every generation apply their unique talents and contribution.
6. Know how to conduct a "Whole-Person Engagement Conversation" to identify areas for improving engagement.
7. Follow a powerful 21-day implementation plan to put their new understanding of the generations into practice.



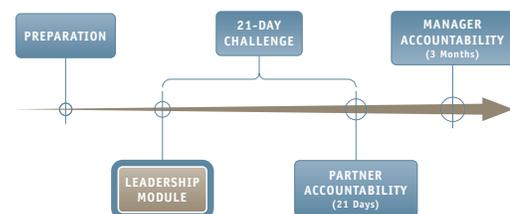
Participant Kit

Participants in the *Leading Across Generations* program receive the following materials and tools:

- Participant guidebook
- Participant DVD
- Tools CD
- 21-Day Challenge (implementation plan)
- Generations Cards
- Sticking Points Cards
- Sticking Points hard cover book



The Leading Across Generations Process



Give your leaders the knowledge and tools they need to effectively lead different generations of workers.

Take advantage of the world's best thought leadership, efficiently packaged to target the specific competencies leaders in your organization need most. For more information, contact your FranklinCovey client partner, or call 1-888-705-1776 to find a representative in your area.

