Jason Dorsey’s Speech Description

*Crossing the Generational Divide:*
*Unlocking the Power of Generations to Grow Your Business*

We work in a time of unprecedented generational challenge and change. Four generations in the workforce. Five generations in the marketplace. And making matters worse, there is a *tremendous* amount of misinformation around generational differences. What we know for a fact: Strategies that work for one generation can be a complete turn-off for others. This generational divide makes your job more difficult and more important than ever.

In this provocative presentation, bestselling author Jason Dorsey exposes new generational truths that directly impact leaders like you. Jason shares surprising data, firsthand stories, and step-by-step actions. You can rely on these actions to drive communication, engagement, recruiting, and more.

Arrive early because you want to hear why Gen Y doesn’t like vowels and the one tool Baby Boomers never leave home without. You’ll also instantly discover why Jason Dorsey has earned 1,000 standing ovations and been featured on *60 Minutes*, *20/20*, and *The Today Show*.

Watch Jason tackle the 3 Gen Y Myths Boomers can’t stand now: