



## Professional Development Workshops

*Expand your skills, invest in your team!*

### Leading Generations in the Workplace

**Date & Time:** Thursday, January 23, 2020, 8:30am-12:30pm **Cost:** \$165

**Location:** Higher Education Center, Medford Rm 129B

**Description:** Generations are people moving through time. Each group (or generation) of people have similar experiences and possess a distinct sense of self. This workshop examines the differences between the four generations in the workplace today. We will discuss work habits, attitudes toward life and its opportunities, and communication styles. By trying to understand the generational cohorts, we may be able to maximize their strengths and manage their differences so that we can have more productive and collaborative experiences. Examining a generation's similarities will not replace the need to understand someone on an individual level, but it is a starting point for communication and policy making.

#### Why would you want to go to this workshop?

You don't understand the age breaks for the generational cohorts and where you may belong.  
You want to discover how these cohorts came to be and theories behind them.  
You want to understand the younger generations better.  
You see the world is changing around you and you want to understand how generations are adapting.

#### Learning Concepts:

- We will discuss the characteristics of each cohort and where challenges may exist in the workplace.
- We will examine conflicts in the workplace based on generation differences.
- We will review recommendations for workplace policies and practices to appeal to all generations.





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**About the Presenter:** Dr. Joan McBee is a professor of Marketing at Southern Oregon University in the School of Business. She has taught marketing classes for 26 years and serves as the Chair of the department. She also has a background in human resources having earned her Senior Professional in Human Resources certification. Her desire to understand the generational cohorts stems from her marketing background and the need to understand her students' needs, values, and work practices in the classroom.

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