

Ivy Meadors

Reinventioneer™

High Tech High Touch Solutions

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EXPLORE YOUR OPTIONS: HOW TO ACHIEVE BUSINESS SUCCESS WITH A MULTIGENERATIONAL WORKFORCE

"Zap the Multi-Generational Gaps!"

Meet the Generational faces of the iGen, Millennials, Gen X, Baby Boomers, and Silent Generation

Generation Gap? You Bet! Every generation brings their own set of characteristics, values and beliefs to the table. Oh, and did I mention, attitudes? **Demographics** is the study of what makes people the same. **Psychographics** is the study of what makes them different.

We will review what makes each generation different and discuss how to utilize their unique strengths to increase sales, expand customer service, improve marketing efforts, and build strong customer relationships - online and face-to-face, plus in speaking forums, and with your family too!

In this content rich, highly interactive presentation, you will learn how: generations behave, appreciate why they do what they do, understand how others think, what drives them, build rapport, and experience others, at a different level. You will increase your knowledge of psychological behavior, work ethics, and learning styles of the different Generations.

By understanding the Generations, at this level, you will also have the knowledge to be more successful when recruiting, hiring, engaging, and retaining staff members. You will realize increased sales, reduced product returns, and have happier customers, who become long term buyers through improved customer experiences. Heck, after this session, you may find that your communication with your family will improve too!

What you will learn:

- How to leverage the strengths of a multi-generational workforce by understanding and appreciating different viewpoints, explore their behavioral styles, communication considerations, and leadership techniques that are the most effective
- Ideas to effectively recruit, hire and retain the Generations
- Communications that work effectively online and face to face - relative to age groups
- Ideas to provide shoppers an exemplary customer service journey
- How to realize an increase in sales, happiness in the workplace, improve communications, and deliver excellent customer service with engaged employees

Meet the Speaker:

Ivy Meadors, founder and CEO of High Tech High Touch Solutions, Inc. (<http://www.hthts.com>), shares her knowledge through speaking, consulting, coaching and mentoring, contributing to people's growth personally and professionally in business and in life. Her dynamic and charismatic imprint has been felt among Fortune 50 to Fortune 1000 corporations, U. S. Government agencies, and non-profit agencies worldwide.

A Thought Leader in service and support, with over thirty-five years of experience, Ivy has worked with all generations across widespread work environments. Ivy has developed a platform of excellence upon four pillars; psychology of leadership, customer service as the lifeblood of businesses, multi-faceted communication techniques, and progressive deployment of specialized technologies.

Ivy is an active member and professional speaker designated by the National Speakers Association (NSA) and the Global Speakers Federation. She is the incoming President of the NSA Northwest Chapter. Ivy co-authored ***"Success is a State of Mind"***, along with Deepak Chopra, Les Brown, Mark Victor Hansen, and numerous other authors.

The owner and producer of the Signature Customer Service and Support Professionals Conference, and the Government Customer Support Conference, afford Ivy to share her passion in leadership, communications, and technology. She is also the co-founder and President of the Customer Service and Support Professionals (CSSP) organization.

Prior to running her own company, she worked for US West Communications and IBM. A National President's Club recipient, and being one of the Top 10 in the Industry in Service and Support, building the first IT Help Desk using Microsoft in 1985, and on a team of four who created the first ever support solutions knowledge base - worldwide, are testimony to her commitment and drive for high achievement. Her deepest passion is her work with animals and as an activist against human trafficking.

