

# Generational Marketplace and Human Resource Strategies



One-hour overview session:

**February 15, 2023**

**8:00 a.m.**

*at the Greater Cincinnati Foundation's offices*

Half-day follow-up session:

**March 15, 2023**

**8:00 a.m.**

Registration and continental breakfast

**8:30 a.m. – 12:30 p.m.**

Program

*at the Fifth Third Convening Center  
at United Way of Greater Cincinnati  
2400 Reading Rd., Cincinnati, OH 45202*

## WHY

For the first time in American history, there are SIX living generations of Americans. We all interact with and work with these generations every day—as donors/clients, coworkers, and family members. Each generation had unique formative-years experiences, so each developed unique core values which guide their consumer decisions, career decisions, and lifestyle preferences.

## FOCUS

The workshop will focus on four of those generations (Silent Generation, Boomers, Generation X, and Millennials):

1. Beginning with the story from their formative years,
2. Sharing about their preferences and expectations as consumers (including how to market to/persuade each one),
3. Discussing their strengths, shortcomings, and preferences for working and being managed (including specific tactics and guidelines about recruiting, onboarding, training, managing, and retaining).

## GOALS

1. Learn to identify the generations that are most critical to your specific marketplace.
2. Understand the unique formative years' times and teachings that (a) molded each generation's unique core values and (b) now guide their consumer decisions.
3. Identify specific tactics and guidelines to "connect" with each generation.

## PRESENTER

Chuck Underwood is one of the pioneers who created, developed, and popularized the field of generational study. He is the founder/principal of The Generational Imperative, Inc.—an Ohio-based generational consulting firm. He works with and trains corporations and organizations in Generational Workplace Strategy and Generational Marketplace Strategy. Having researched generational dynamics for more than a quarter-century and then working side-by-side on generational strategies with hundreds of clients, he is considered one of the elite consultants in this field.

## COST

\$25 for GCPGC members  
\$50 for non-members

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