

Leading Multiple Generations in the Workplace

June 8, 2016

8:30 a.m. - 3:30 p.m.

Advance Business & Manufacturing Center
Green Bay, WI



Managers in the 21st century are noting significant change as new generations, international employees, and people of diverse backgrounds are having a dramatic impact on the workplace. For the first time in history, four distinct generations are working together. Differing beliefs, expectations, values, and learning styles may contribute to conflict in the workplace. Learn to create a culture that fosters healthy communication and collaboration. We'll discuss a wide spectrum of communication skills related to gender interaction. Learn the necessary skills to identify and understand key issues related to misconceptions and stereotypes based on various cultures. Understand how younger generations change workforce norms.

Key Takeaways:

- View differences as a valuable strength
- Identify barriers of difference
- Adapt your communication style to a variety of employee needs
- Understand how to learn from colleagues who think differently than you

Instructor – Terra L. Fletcher



Terra L. Fletcher, owner and founder of Fletcher Consulting, has nearly a decade of experience in business development and marketing consultancy. Her business/community growth and communication strategies have benefited over 70 nonprofits, public and private businesses, chambers of commerce, and higher education institutions.

Fletcher has provided strategic marketing solutions including branding, website optimization, design, videography, copywriting, and social media marketing. Fletcher has composed marketing and editorial calendars, implemented targeted marketing campaigns, written policies and procedures, improved advertising ROI, and increased sales for her clients in a variety of industries. She has been a keynote speaker for professional organizations, associations, businesses, and chambers of commerce.

Fletcher has partnered with the American Counseling Association of Missouri, College of Menominee Nation, Insurance Industry Charitable Foundation, Green Bay Current, Shawano Area Young Professionals, Oneida Tribe of Indians of Wisconsin, and Bowman Performance Consulting. Fletcher was awarded Entrepreneur of the Year by the Shawano Country Chamber of Commerce in 2012.

Small Business Development Center

The Wisconsin Small Business Development Center (SBDC) at UW-Green Bay is your local business resource. We have helped thousands of entrepreneurs in the New North successfully start or grow their business. The SBDC offers a full range of business management and workforce development training programs for both established businesses and start-up companies. Business advisors teach business owners and managers about best business practices, sharing information and expertise that facilitate changes. There is no charge for many of these confidential services.

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Workshop Site

Advance Business & Manufacturing Center
2701 Larsen Road, Green Bay

Workshop Meeting Time

8:30 a.m. - 3:30 p.m.

Confirmation

Prior to the workshop, you will receive a letter with directions to the workshop site.

Accommodations

If you need an accommodation for a disability to fully participate in this program, please call Ryan Kauth at 920-496-2117 at least three weeks prior to the program.

Available at Your Site

Customized, on-site workshop trainings of these topics are available. Call 920-496-2117 to discuss potential professional development and leadership options. Additional topics are also available. Content will be tailored to meet your needs.

Cancellation/Refund

To receive a full refund, you must cancel no later than seven (7) business days prior to the start of the workshop. Cancellations after this time will be responsible for the full program fee.

Substitutes are welcome. Walk-ins are welcome — please call 24 hours in advance to ensure space availability. If you wish to transfer your registration to another workshop a \$50 transfer fee may be applied.

Available as part of the
Supervisory Leadership Certificate Program

Registration Form

Mail with payment to:
SBDC
2701 Larsen Road
Green Bay, WI 54303



Personal Information

Name: _____

Job Title: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Work Phone: _____ Home Phone: _____

Fax: _____ E-mail: _____

Payment Information

Leading Multiple Generations in the Workplace **\$200**

Number of people: _____ x \$200 ea. = \$ _____

Name(s) of Participant(s) _____

Check or purchase order enclosed PO# (Payable to UWGB)

VISA MasterCard

Credit card number: _____

Card expires: _____ CVV#: _____

Print cardholder's name: _____

Cardholder's signature: _____

Contact Us

For more information, or if you would like to pay by P.O., contact us by:

Phone: 920-496-2117

Web: www.uwgb.edu/sbdc

E-mail: sbdc@uwgb.edu

Fax: 920-496-6009

Mail: SBDC
2701 Larsen Rd.
Green Bay, WI 54303

Funded in part through a Cooperative Agreement with the US Small Business Administration (SBA). Reasonable accommodations for persons with disabilities will be made if requested at least two weeks in advance. Contact Ryan Kauth, 2701 Larsen Road, Green Bay, WI 54303, and (920) 496-2117. The support given by the SBA does not constitute an expressed or implied endorsement of the opinions, products, or services of the SBDC. The Small Business Development Center services are part of the UW-Green Bay Division of Outreach and Adult Access. We are also a partner in education with the University of Wisconsin-Extension. SBDC programs are nondiscriminatory and available to individuals with disabilities. AA/EOE.

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