

Power Lunch Webinar

Tuesday, February 5, 2019

Time: **12 to 1:30 p.m.**

Webinar log-in information will be emailed to all registrants.

Presenter:



Dr. Mary Ann Pearson, APR
professor of communication
California Baptist University

Building Collaborative Teams with Millennials, Gen X'ers and Baby Boomers- Embracing Generational Diversity in the Workplace

Dr. Mary Ann Pearson APR will share research-based strategies for building collaborative teams while establishing a mentoring culture to achieve success and inspire creativity.

Building a collaborative team requires a supportive mentoring culture and an understanding of the various generations who make up the team. The Millennial Generation has very different priorities than their Baby Boomer parents. Baby Boomers are fiercely independent. They like to compete. The Millennials seek collaboration. They travel in tribes. And with today's increasingly social internet, many Millennials have become "content creators" and "publishers" online. The Millennial Generation (also referred to as Generation Y or the Echo Baby Boom because they are essentially the children of the original Baby Boom Generation) is comprised of some 80 million people in the United States, all born between 1985 and 1995. So in 2014, they were between 10 and 29 years old and already accounted for over 30% of the national workforce. They are predicted to grow to 75% of the workforce by 2030. Generation Z are those born in the late nineties through the 2,000's and most were born or grew up post 9/11. Many of this generation are in high school or just entering college and will soon join the workplace. Research on the generations and on mentoring will be shared along with ideas and tips for building a collaborative well-functioning team.

\$20 for CAPIO Members
\$35 for Non-Members

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