



# Webinar: Boomers, Millennials, Xers, Oh My! Engaging a Multi-Generational Workforce (#W37)

1.25 NAB CEU's Available

Presented by Edward Leigh

When: Tuesday, October 22, 2019

Time: 10:00 AM – 11:15 AM CST

Cost: \$55 Member / \$110 Non-Member

## Presentation Objectives

1. Employ techniques to prevent conflicts through open communication with all generations in the workplace.
2. Apply different reward strategies for various generations in the workplace.
3. Understand how to demonstrate techniques to create complimentary beneficial relationships among various generations.

## Presentation Description

Employees from various generations have different needs and motivators, yet they can work in harmony to create excellent resident care. In this upbeat and high-content session, you will learn strategies that meet the needs of employees from various generations. The session will cover methods of focusing on the similarities and the complementary aspects of multi-generational employees. A one-size-fits-all approach to working with various generations is doomed to fail. Modifying rewards, communication tools and team-building approaches based on the needs and motivations of the different generational groups is the key to success. Just like various ingredients blend together to create a delicious dish; various employees can come together to create a productive workplace.

## Presenter Bio

Edward Leigh focuses on creating high-performing long-term care environments, primarily focusing on effective communication between employees and with residents / patients. He has been working in the long-term care field for 20 plus years. He also works with rehab centers, hospitals, healthcare associations, medical practices, government organizations and universities. He has a master's degree in health education and recently completed the soon-to-be-published book, *Engaging Your Patients*. He has also written hundreds of articles for various healthcare publications. His expertise put him in the national spotlight through interviews on The Today Show, MSNBC News, The Discovery Channel and can currently be seen on The Oprah Winfrey Network. He has been interviewed by Katie Couric and Montel Williams.

**CEU's:** This program has been approved for Continuing Education for 1.25 total participant hours by NAB/NCERS – approval #20201021-1.25-A57276-DL. Only those attending the entire call will be awarded education credit. Only one person may receive CE credit per registration.

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