



Certified Generations Professional Training

Business is changing at a rapid pace and the workforce is more diverse than ever with five generations represented.

As a result, organizational leaders are increasingly confronted with challenges due to the differing **mindsets, workstyles, and communication styles.**

To prevent and overcome these challenges, **trainers, consultants, and coaches** need to enhance their knowledge, tools, and resources to better align with the needs of the **diverse workforce.**

Obtaining the **Certified Generations Professional** status will enhance your ability to best serve the needs of your organizations and clients.

**Thursday, Oct. 10th–
Friday, Oct. 11th**

**Buckhead Center
Tower Place 200
3348 Peachtree Road NE
Atlanta, GA**

Registration: \$995

Includes:

10 Contact Hours of Training
9.5 PDCs for the SHRM-CP or SHRM-SCP

**Certified Generation
Professional designation**

Training Resources:

To be used to design future trainings

TRAINING OBJECTIVES

- Identify and discuss challenges experienced when working with employees from multiple generations.
- Identify, describe, and differentiate characteristics, communication, and work styles across generations.
- Apply key information about the generations to better design and tailor training programs to enhance overall effectiveness.
- Better market programs and services to the various generations.
- Build recruitment, retention, and coaching strategies tailored towards the Millennial generation.
- Incorporate cross-generational exercises and strategies in coaching and training sessions.

TRAINING AGENDA

Pre-reading about the five generations to be completed prior to training.

Day 1:

Morning: 8:30AM-Noon

- Organizational Implications of Multigenerational Characteristics
- Generational Mindsets, Characteristics, and Communication Styles
- A Closer Look: Understanding Millennials & Generation Z
- Bridging the Gap Across Generations

Noon-1:00PM: Lunch Provided

Afternoon: 1:00PM-4:30PM

- Engaging Exercises– to apply generational knowledge
- Engaging Exercises– to be utilized when designing future trainings

Day 2:

Morning: 8:30AM-Noon

- Training, Coaching, and Consulting Implications
- Review & Application of Modern Training Techniques

TESTIMONIALS

“Dr. Furman rocked! Awesome! She nailed the knowledge side, the practical side, and was a phenomenal speaker from a delivery standpoint...engaging, funny, amazing!”

“Great workshop! I will apply this knowledge in my work environment.”

“Dr. Furman was especially knowledgeable and I loved her engaging presentation style.”



TRAINING FACILITATOR– Dr. Melissa Furman, MS, DBA

Dr. Melissa Furman is the founder of **Career Potential, LLC** and has a passion for helping individuals with career, professional, and leadership development. Her research and training expertise include: generational diversity, career development, women’s leadership, and assisting technical professionals transition into management roles. She has provided individual coaching and organizational consulting services to corporate, non-profit, and government organizations including John Deere, Savannah River National Lab, Club Car, Electrolux, Augusta University Health, State of Georgia, and many more.

Dr. Furman has served as the Assistant Dean and faculty member at the James M. Hull College of Business at Augusta University in Augusta, GA. Prior to becoming an Assistant Dean and faculty member, Dr. Furman served in multiple roles within university career centers at Augusta University, Johns Hopkins University, The University of Georgia, and Emory University.

Dr. Furman was recently awarded “Faculty Member of the Year” by the Augusta University Student Government Association, designated as a “Top 10 in 10 Young Professional to Watch” by the Augusta Metro Chamber of Commerce, and nominated for Georgia Trend Magazine’s “Top 40 under 40”.

Dr. Furman obtained her Doctorate of Business degree and Masters of Science degree in Professional Counseling from Georgia State University and her Bachelor of Arts degree in Psychology from Susquehanna University. She is a National Certified Counselor (NCC) and has obtained certifications in DISC, Motivators, EQi (Emotional Intelligence), Myers-Briggs Type Indicator, Strong Interest Inventory, and CareerLeader assessments.

Certified Generations Professional Training

October 10-11, 2019

Atlanta, GA

REGISTRATION

Complete registration form and e-mail to support@CompetitiveEdgeInc.com or fax to 770.319.0313.

Name: _____

Title: _____

Organization: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Alternate Phone: _____

E-mail: _____

Referred By: _____

PAYMENT INFORMATION:

Early Bird Registration by September 3rd: \$945

After September 3rd: Registration Fee : \$995

2 or more from same organization: save \$50 on each registration

Please select payment type:

Credit Card: Check Invoice

Credit Card #: _____

Expiration Date: _____ Security Code: _____

Registration/Cancellation Deadline: September 30, 2019

Cancellations received after the September 30th deadline will receive a credit towards a future workshop.

CONTACT:

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