

**Session 1 – Rocking the Workplace: Managing and Leading the Four Generations (GIS-T participation is encouraged)
(1:30 – 3:00 PM Salmon/Snake room)**

Speaker - Seth Mattison, BridgeWorks, LLC

If you think you've heard the generations topic before, guess again. The team that brought you the best-selling book, *When Generations Collide*, uses cutting-edge research, multimedia, stats and case studies to highlight what it's going to take to attract and retain the best and brightest talent of every age. Find out...

- What makes the generations so different—and so perplexing?
- How will demographic shifts drastically change the ways we recruit, retain and manage in the next decade?
- How do you engage one generation without alienating another?
- What can leaders do now to plan for succession and win the war for talent?