

LEADING ACROSS THE AGES

GIVE YOUR MANAGERS TECHNIQUES AND STRATEGIES TO LEAD MULTIGENERATIONAL TALENT

LEADING ACROSS THE AGES DELIVERS WORLD-CLASS CONTENT AND FIRSTHAND EXPERIENCES, ALLOWING MANAGERS TO IDENTIFY AND LEVERAGE DIFFERENT GENERATIONAL PERSPECTIVES IN ORDER TO LEAD MORE EFFECTIVELY.

LEADING ACROSS THE AGES from Harvard Business Publishing provides practical techniques for managers to promote a more productive, collaborative, and innovative environment within a multigenerational workforce. The course fosters learning by doing with interactive scenarios and reflection activities that challenge managers to identify and understand the dynamics of different generations working together.

CONTENT

EXPERT GUIDANCE, INTERACTIVE ACTIVITIES, AND RESOURCES FOR APPLYING CONCEPTS ON THE JOB

Leading Across the Ages will empower your managers to attract, engage, and retain multigenerational talent and to develop the necessary skills to ensure multigenerational team success. Based on rigorous research by expert and author Tamara Erickson, the course shows managers how to uncover and understand hidden perspectives so they can more effectively lead a multigenerational workforce. Your managers will also examine and illuminate their own assumptions around generational differences.

The course includes firsthand learning experiences including interactive scenarios, gaming activities, leading expert videos, a customizable action plan with journal, conversation starters, and discussion guides for applying course concepts to individual situations. In this course, managers will learn how to:

- Attract, retain, and engage top talent of every generation.
- Reduce workplace tension and frustration arising from generational differences.
- Leverage knowledge about generational perspectives in order to position ideas more persuasively, increase team productivity, and lead others more effectively.
- Increase innovation capability via enhanced communication and collaboration skills.
- Create positive group norms that drive high performance.
- Contribute to the development of an engaged, loyal workforce.
- Invest in mid-career leaders.
- Sharpen leadership skills and bolster leadership pipeline.

The entire program requires 2 to 2 1/2 hours to complete.



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HIGHLIGHTS

- > Premier, research-based content
- > Rich media
- > Interactive exercises
- > Multiple modes of learning
- > Gaming and simulations
- > Action plans for results
- > Discussion guides
- > Conversation starters

EXPERT

Leading Across the Ages is based on the work of renowned expert Tamara Erickson:

- McKinsey Award-winning author and researcher on changing demographics, employee values, and successful organizations
- Author, *Plugged In: The Generation Y Guide to Thriving at Work and Retirement: Career Strategies for the Boomer Generation*
- Co-author, *Workforce Crisis: How to Beat the Coming Shortage of Skills and Talent*, plus numerous Harvard Business Review articles

> For more information visit:
www.primacux.com

COURSE ELEMENTS

RICH RESOURCES AND PERSONAL REFLECTION TO TRANSFER NEW SKILLS

Leading Across the Ages takes Harvard Business Publishing's award-winning courses to new levels of learning. Rich, multiple-media formats offer a wide breadth of video, audio, and print content. The course can be blended into corporate leadership development programs to support both self-directed and group action learning. Special features include:

EXPERT INSIGHTS	Guidance from Tamara Erickson, award-winning expert and speaker on managing the generations in a changing workforce.
INTERACTIVE SCENARIO	Puts the learner in real-life workplace situations to experiment with and practice applying key course concepts.
INTERACTIVE ACTIVITIES	Include a game that tests understanding of different generational perspectives, journal logging to track insights and progress, as well as guides and conversation starters for cascading learning throughout an organization.
PRACTICAL TECHNIQUES AND STRATEGIES	Provide managers with opportunities to quickly apply proven practices to challenging workplace situations.
INTERNATIONAL PERSPECTIVES	Examine key characteristics of generations across the globe.
RESOURCES	Multiple <i>Harvard Business Review</i> articles and Harvard Business IdeaCasts offer additional opportunities to further explore expert perspectives and engage others.
ACTION PLAN	Guidance for identifying on-the-job application opportunities to make a measurable impact and get results.

KEY FEATURES

Gaming Aspects and 2+ hours of animation and video make for a memorable learning experience.

Realistic Scenarios and insights from Tamara Erickson provide practice and immediate feedback.

Guidance for Applying Concepts on the job and cascading course concepts through an organization.

Discussion Guide shows how to engage others in group learning activities.

SUPPORT

IMPLEMENTATION SERVICES

LEADING ACROSS THE AGES is quick and easy to deploy via your LMS or intranet. Our Implementation Services Team can help you develop an effective rollout strategy. Your organization can create a tailored deployment or use a Facilitation Guide for the course.

Many more Harvard Business Publishing offerings are available to help you achieve your leadership and management development objectives. Please contact us for information on our comprehensive portfolio of strategic content, programs, and services.

TARGET AUDIENCE

LEADING ACROSS THE AGES is helpful for mid- to senior-level managers of every generation with a desire to improve the productivity and functionality of a multigenerational workplace. Building and refining your managers' strategies for multigenerational leadership will directly affect your organization's success.

COMPLEMENTARY OFFERINGS

Extend the course's impact with additional leadership development products:

- **LEADING TEAMS WITH EMOTIONAL INTELLIGENCE**
Immerses your managers in the secrets of creating a truly collaborative and cooperative environment.
- **PRODUCTIVE BUSINESS DIALOGUE**
Helps managers improve business results through highly focused interpersonal interactions.
- **TALENT MANAGEMENT CENTER**
Provides an easy-to-use online collection focused on attracting, developing, retaining, and advancing key talent.

Or select from our deep well of print and digital content. Ask your relationship manager for recommendations to match your current strategic initiatives.

LEARN MORE

Prima & Corporate University Xchange
PO Box 69057, Riyadh 11547
Saudi Arabia
Tel 00966 1 461 0677
Fax 00966 1 466 1822
admin@primacux.com
www.primacux.com