

2020 - 2025: Gen X Jeopardy



Gen X Jeopardy

- Are highly Independent
- Are loyal to their profession, not companies
- Manage like they would like to be managed—get the work done, avoid the distractions and go home (*not how Millennials prefer to be managed*)
- Are stressed balancing parenting to children and elders
- May not seek executive leadership. Some are leaving corporate jobs for health reasons.

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2020 - 2025 will be a time of dynamic executive change.

Gen X will fully assume leadership as Baby Boomers retire and Millennials rise. However, Gen X is half the size of Boomers (40M vs. 76M) in the US. This gap means Gen X leaders will be strongly recruited by competitors who require digital, AI, data analytics and Millennial management skills.

Gen X Jeopardy is a strategic planning workshop for HR, IT and Organizational Development professionals designed to keep key Gen X talent and support them in leading Millennials effectively, including:

- **Gen X:** How Gen X is different from Baby Boomers and Millennials regarding values, drivers, careers and lifestyle goals. Understanding these is critical to successful leadership transition and Millennial management.
- **Gen X Burnout:** Gen X has been labeled "the forgotten generation." Many are tired of waiting to assume the reins of leadership, many struggle to balance career obligations with children and aging parents and many are finding themselves passed over for Millennial (digital) talent. Learn what it takes to address Gen X burnout and keep talent.
- **Gen X Millennial Leadership:** 5 Things to do now to retain Gen X while transitioning to the new cultural behaviors, leadership skills and communication styles needed to attract and retain Millennials.



Janet Kieffer

Janet Kieffer has more than 25 years of consulting experience with leading companies in the Power, Engineering and Infrastructure industries. An executive strategist with a keen ability to distinguish emerging issues and downstream consequences, Janet identified the economic, cultural and workplace challenges the Millennial generation would present to companies as the largest global generation.

Her insights have been sought after by Electric Utility Consulting Inc. (EUCI), the American Public Power Association (APPA), Energy1 | Petro1 Asia and companies such as Petronas Energy, Schneider Electric, Centrica, Black & Veatch and others. Janet has authored two IEEE patents and has contributed more than 35 articles to industry publications. She holds a MA in Marketing with a specialization in Growth Strategy from the University of California, Berkeley. www.influencematterz.com