



**Cam Marston** is the leading expert on the impact of generational characteristics and differences on the workplace and the marketplace. As an author, columnist, blogger, and lecturer, he imparts a clear understanding of how generational demographics are changing the landscape of business. Marston and his firm, Generational Insights, have provided research and consultation on generational issues to hundreds of companies and professional groups, ranging from small businesses to multinational corporations, as well as major professional associations, for over 20 years.

Cam Marston's books, articles, columns, and blog describe and analyze the major generations of our time: Matures (born before 1946), Baby Boomers, (born 1946-64), Generation X (born 1965-79), and Millennials (born 1980-2000). He explains how their generational characteristics and differences affect every aspect of business, including recruiting and retention, management and motivation, and sales and marketing.

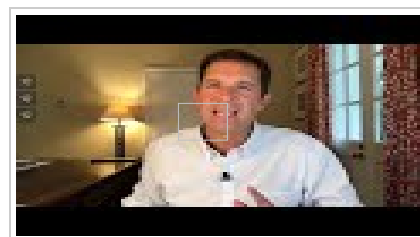
His first book, *Motivating The "What's In It For Me?" Workforce* (2005), explores the characteristics and motivations that each generation brings to the workforce and suggests management tactics applicable to any business setting. His next book, *Generational Insights* (2010) is a guide to the best practices in managing generational issues. *Generational Selling Tactics That Work* (2011) is the first book-length study of generational approaches to sales and marketing. His short book *The Gen-Savvy Financial Advisor* (updated in 2017) is a must-read in the financial services industry.

Marston's half-day training program, "Leading Multi-Generational Teams," features the Gen-Flex® process which teaches leaders how to be flexible in their generational workplace preference...

## Cam Marston

### Speech Topics

- ☐ Virtual Keynotes
- ☐ Sales
- ☐ Management
- ☐ Leadership
- ☐ Generations
- ☐ Finance



## Testimonials

☐ "Cam spoke at our top producer sales meeting and was an immediate hit. The audience loved his comments about how to approach various generational segments, and three weeks later they are still talking about his excellent presentation."

- Columbus Life Insurance Company.

☐ "Your quick wit and excellent presentation style created and maintained a high energy level and kept the audience captivated. You delivered a clear, simple message that hit home, provided actionable ideas to improve our overall communication across the generations, and will help us be more effective. No one who attended went away disappointed---job well done! "

- Grady-White.