

Kim Lear

Founder and Content Director, Inlay Insights

Please contact a GDA agent for information.

Topics

- Business Growth / Strategy / Trends
- Communication
- Corporate Culture & Governance
- Generational Issues
- Leadership

About Kim Lear

Kim Lear is a writer and researcher who explores how emerging trends impact the future of our workforce and marketplace. As the founder and content director of Inlay Insights, Kim is at the forefront of cutting edge research to uncover cultural shifts that revolutionize how organizations engage employees and consumers. She is known for her ability to use a mix of data, storytelling, humor, and actionable takeaways to discuss the trends that most impact the bottom line of organizations. Previously, Kim was the content director at a research firm dedicated to generational and Millennials trends. Her undergrad research is around Baby Boomers and longevity. Her post-grad work is around Millennials and social media networks. Kim has keynoted for some of the most renowned companies in the world. She has received rave reviews from clients such as American Express, Cisco Systems, Deloitte, Disney, General Mills, Linked In, Mastercard, PricewaterhouseCoopers, Wells Fargo, and more. In addition to speaking, Kim has written whitepapers on the topics of generational wealth transfer in the finance sector, retirement trends in the hospitality industry, and Gen Z's impact on higher education. A researcher to the very core, Kim employs eye-opening statistics to accentuate her points and mixes them with stories and case studies to make her message come alive. She is a sought-after expert and has been featured on NPR as well as national publications such as The Wall Street Journal, The Huffington Post, USA Today, TIME Magazine and more. She was the head of research on a new book published by Harper Collins about Gen Z, the teenage demographic. Kim is currently in her ninth year of a longitudinal study on leadership. She is an advisor to The Tuesday Company, a political tech startup focused on the Millennial and Gen Z vote and she is a volunteer for The 78 Cents Project where she helps young women develop strong presentation skills. When not delving into the minutia of human behavior, you can find Kim spending time with her husband and daughters in Minneapolis.



Select Keynotes

- **Moving Forward Together: Generational Implications of Covid-19**

Covid-19 is reshaping the world as we know it and what comes next will be decided by the decisions we make today. Understanding the generational dynamics at play helps us fully grasp how our employees and customers are dealing with this pivotal moment. Generational theory examines how major cultural events and conditions shape a new generation finding their place in the world. **Exploring this topic while in the midst of a once-in-a-generation moment is precisely how leaders can gain critical insight into what's coming next.**

In this presentation, we'll explore:

- ◊ Baby Boomers, the young-at-heart generation that has defied aging stereotypes, has found themselves in an at-risk, vulnerable age segment. Up until now, 60 has felt like the new 40. How has our concept of aging changed because of Covid-19?
- ◊ Generation X, the most entrepreneurial generation, is taking a hard hit as small businesses struggle. How will this shape their perceptions of risk, saving, and employment? On the family front, many Gen Xers had recently become empty nesters but now their college-age children are back at home. How has this changed family dynamics?
- ◊ Millennials are dealing with the one-two blow of graduating into a recession and then dealing with a pandemic right as many were finding their financial footing. On top of the marketplace implications, many millennials have young children at home. What will Covid-19 and the economic upheaval mean for a generation of young parents? How does this impact their financial trajectory? How will working from home impact the way they want to work in the future?
- ◊ This, right now, could be Generation Z's defining moment. Young people were evacuated from college campuses and stripped of their newfound independence. After cancelled graduation ceremonies, they will almost certainly enter the workforce during a recession. They are growing up with the backdrop of a global pandemic. How will this shape their perceptions of work, stability, connection, technology and risk?

When we take the time to understand how each generation will be shaped by Covid-19, we're able to uncover where we go from here, together.

- **The Future of Work and the Marketplace**

As the influential Baby Boomer generation continues to retire in record numbers, a new generation steps up to lead. This demographic shift has created a period of great change in organizational structure and consumer behavior. Hierarchies are flattening, networks are being created, the traditional "American Dream" is being challenged, and constant disruption is forcing established industries to work harder to remain relevant.

The time has come to challenge conventional thinking and explore bold new approaches to relationship building in the face of disruption and shifting demographics. Creating more empathetic, personal and customized experiences is more important than ever. Supported with cutting edge research and category leading case studies, this program will take a deep dive into the evolving expectations of employees and consumers.

- **The Age of the Multigenerational Workforce**

Study after study has shown us that multigenerational teams outperform more homogeneous groups by almost every measure. This can be attributed to their unique and diverse experiences— the more seasoned employees offer wisdom and expertise while those on the younger end offer a fresh and innovative perspective. While the advantages are numerous, it turns out, managing multigenerational teams is easier said than done. Today's teams are often plagued by issues regarding everything from work ethic and retention to succession and fairness.

Today, each generation is taking on new roles in the workplace. Millennials are no longer entry-level employees – they are managers who may oversee older, more seasoned employees. Gen Xers have stepped up to the C Suite, reinventing and redefining what it means to be a leader. Boomers are transitioning and taking their careers in new directions and Gen Zers are now on the scene, ready to shake up the work world and present a whole new challenge to their Millennial supervisors. The key to understanding and leveraging these generational trends is to recognize that it's not about "out with the old, in with the new." Every generation brings value to the workforce.

On top of these new roles, global changes impact all of us, from technology, to increased competition, to the rapid rate of change. But when faced with these changes, each generation learns to adapt differently.

Kim Lear will give you a closer look into who these generations are and the trends emerging as they adapt to each new career stage. Her research, insights and original concepts will help you better understand each generation. You'll leave with a new appreciation for their unique perspective as they navigate the challenges of building effective teams in this brave new multigenerational workforce.

- **Building Standout Experiences for Every Generation**

Our customers and clients have changed. From a demographic perspective, we're seeing more Baby Boomers retiring, Gen Xers are stepping into top leadership roles and entering their prime earning years, Millennials are now key decision makers at work, buying homes and having families and Generation Z is controlling an increasing amount of money in the marketplace. As each generation enters new life stages, it's crucial for sales people and relationship builders to see the world through their eyes and meet each customer where they're at.

On top of these demographic shifts, global changes impact all of us, from technology, to increased competition, to the rapid rate of change, to our new Covid-19 reality, what all of us are looking for from service providers is evolving.

Creating experiences that can meet, and exceed, these new expectations is imperative. This program explores new research on how brands and salespeople navigate the new landscape of trust, loyalty, expertise, transparency and experiences.