

David and Jonah Stillman

Gen X and Gen Z Father-Son Speaking Combo | Researchers, Authors, and Founders of GenGuru

Please contact a GDA agent for information.

Topics

- Consumer Trends
- Customer Relations
- Employee Engagement
- Generational Issues
- Human Resources / Workforce Issues

About David and Jonah Stillman

David Stillman is recognized as the most experienced and knowledgeable figure in the generational conversation. For over twenty-five years he has been called on by business executives, politicians, and the media to share his expertise on how best to bridge generational gaps. David has commented on the generations [in the media](#) for CNN, CNBC, and the TODAY Show as well as NPR and in Fast Company, The New York Times, USA Today, and The Wall Street Journal.

His creative communications work has earned him numerous accolades including gold medals at the NY Film Festival, the much-coveted CLIO Award, and most recently was named as one of *200 People to Watch* by the Business Journal as well as one of the *Power50* in the state of MN.

David is also [LinkedIn's resident generational expert](#) including the creator of one of their most sought-after e-learning courses.

In addition to being an internationally acclaimed speaker on the generations, David is also the co-author of three best-selling books including [When Generations Collide](#) and [The M-Factor: How the Millennial Generation Is Rocking the Workplace](#).

David's most recent book was co-authored with his Gen Z son, Jonah, [Gen Z @ Work](#). This captivating book published by HarperCollins delves into the seven key traits of the Gen Z generation.

Jonah Stillman is part of the Gen Z phenomenon who are actively pursuing life as an entrepreneur. Along with a team of peers, he conducted one of the first national surveys about Gen Z's workplace attitudes. The eye-opening results not only sparked Jonah's passion but also fueled his determination to continue fostering an ongoing dialogue on this topic. Jonah has already shared his valuable insights on Gen Z with renowned media outlets such as the NY Times, CNBC, MSNBC, CBS, Fast Company, TIME, INC, and Forbes and has been interviewed on numerous podcasts, including [Simon Sinek's, A Bit of Optimism](#).

He collaborated with his father David to author the best-selling book, ["Gen Z @ Work"](#) (published by HarperCollins). This insightful book delves into the seven key traits of Gen Z. It provides cutting-edge case studies and insights from Gen Zers themselves, offering the knowledge today's leaders need to get ahead of the next gaps in the workplace and how best to recruit, retain, motivate, and manage Gen Zers. Ahead of the curve, *Gen Z @ Work* is the first comprehensive, serious look at what the next generation of workers looks like, and what that means for the rest of us.

On a personal note, during his childhood, Jonah spent 10 years competing in snowboarding on the national US circuit. He achieved an impressive rank within the top 5 in the country before deciding to shift his focus toward working with his father in the generational field.

Select Keynotes

- **Take 5: Traditionalists, Boomers, Xers, Millennials - and Now Gen Z!**

For the first time in history, five generations are co-existing in the workplace and marketplace - Traditionalists, Baby Boomers, Generation Xers, Millennials, and the game-changing Generation Z.

Think you know the generations? Think again! The Traditionalists, Baby Boomers, Generation Xers, and Millennials are carving out new territory



as they evolve especially in this remote and hybrid world. But hold onto your hats because here comes the latest twist – the arrival of Generation Z! Just when you thought you'd bridged all the gaps, get ready to learn what happens when these generations collide in the workplace and marketplace.

This energizing, fresh, informative, actionable and entertaining update on the generations will help you identify the gaps that may be disrupting your workplace and marketplace, apply smart solutions to help you navigate multi-generational minefields, and ultimately, look at the generations in a whole new way.

In **"Take 5"**, you will learn:

- ◊ Where all the generations are in their careers today.
- ◊ What each generation needs to be successful.
- ◊ What it takes to connect with each generation as employees and customers.
- ◊ The similarities and differences between the 5 generations.

***David and Jonah speak together or separately.**

- **Make Way for Gen Z**

Believe it or not, there's a new generation after Millennials impacting our workplace—Gen Z.

They are in their 20s and possess unique attitudes surrounding work, technology, diversity, and social responsibility with core values around authenticity, flexibility, and work-life balance. Brace yourselves, because this powerhouse generation are unlike millennials, and treating them the same way will only lead to failure. As leaders, it's crucial to adapt to these changes and understand what makes Gen Z different to attract and retain this generation in the workplace and marketplace.

This eye-opening, engaging presentation can focus on Gen Z in the workplace or the marketplace as outlined below.

In the workplace:

This dynamic presentation offers crucial insights into the newest generation of employees - Gen Z. From skipping traditional degrees to inventing new careers, recruiting and retaining Gen Z requires a whole new approach. Backed by national studies, CEO interviews, case studies, and insights from Gen Zers themselves, the presentation covers:

- ◊ Gen Z's career expectations.
- ◊ Effective Gen Z recruitment strategies.
- ◊ How to foster job retention among Gen Z.
- ◊ Understanding the significance of culture for Gen Z.

In the marketplace:

David and Jonah teach crucial insights into Gen Z's impact on the consumer marketplace. Backed by national studies, focus group insights, and collaboration with top brands, it reveals:

- ◊ The unique traits of Gen Z consumers compared to other generations.
- ◊ Effective strategies for connecting with Gen Z on various social media platforms.
- ◊ Understanding the concept of "Phigital," where Gen Z blurs the line between physical and digital experiences.
- ◊ The characteristics of brand loyalty among Gen Z customers.

***David and Jonah speak together or separately.**

- **Selling To Generations - David Stillman**

The best marketing teams and salespeople need an arsenal of tools to help them reach potential buyers and finalize sales. Among these is a clear understanding of who the generations are in today's marketplace, how they differ, and how their unique needs and desires play out in the sales process. Generational gaps are everywhere and businesses can gain a distinct competitive edge if they get to know who the generations are, what makes them tick, and how to make every generational connection count.

How do you find the "hot buttons"? What messages will appeal to each generation? These questions and more are addressed in a highly entertaining program that helps energize marketing gurus and salespeople and teaches sure-fire strategies for sharpening your generational edge in the marketing and selling arenas. It shows audiences how generational insights can transform marketing campaigns and sales efforts.

Select Book Titles

- **2017: Gen Z @ Work: How the Next Generation Is Transforming the Workplace**