

Phil Gwoke

Generational Expert | Strategist of Recruiting and Retaining Millennial Employees | Mentor and Consultant for Young Entrepreneurs

Please contact a GDA agent for information.

Topics

- Diversity and Inclusion
- Employee Engagement
- Generational Issues
- Human Resources / Workforce Issues
- Leadership
- Teamwork / Teambuilding

About Phil Gwoke

As an internationally recognized speaker, Phil has shared his wisdom and inspired audiences in 43 different states and four continents to over 250,000 people. Phil's valuable insights are the result of working with people for over 25 years as a high school teacher, college admissions professional, marketing coordinator, corporate trainer, and even small business owner. He is a mentor and consultant to young entrepreneurs and employs his diverse background and skill-set as the Managing Director of the BridgeWorks team.

Phil brings his unique humor, experiences, research, and generational expertise to every keynote, workshop and training session he delivers. He is a firm believer that with the proper motivation, training, and support system, members of any generation are capable of remarkable accomplishments. With his down-to earth, relatable style and dedication to presenting research in a digestible, entertaining way, Phil has become a fast favorite with audiences around the country both virtually and in person.

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Select Keynotes

• Inclusive Leadership

The goal of this training is to equip individuals with an advanced set of skills that are proven to increase employee engagement with the teams they interact with while also building their confidence to work with diverse populations. Inclusive Leadership is demonstrated through a person's cultural competencies to effectively engage people of diverse backgrounds, bring them together and build collaborative excellence, and innovative productivity. This session is designed to help individuals in the following ways:

- Develop a fundamental understanding of why and how to leverage the unique strengths that are represented throughout their workforce.
- Consider effective strategies to create an environment where individuals feel confident to ask questions and learn from their mistakes as well as their success.
- Be empowered with relationship building exercises that equip individuals to communicate better as mentors, coaches, and/or collaborative partners.

• When Generations Connect: Communicating Across Generational Divides

Today's workplace is more complex than ever before. Baby Boomers are delaying retirement, Gen Xers are vying for leadership positions, Millennials are still trying to shed harmful stereotypes, and Gen Zers are trickling into the workforce and bringing their fierce competitive drive. Organizations are feeling the pain as they flex to accommodate distinct workplace preferences, be it feedback style, office layout, compensation models, or flexible schedule policies. This program cuts through all the clutter, and examines where each generation came from and why they behave the way they do. By presenting the tools to more effectively communicate and collaborate across generational divides, you'll learn how to turn generational diversity from an obstacle into an opportunity.



Takeaways include:

- ◊ Building awareness and a deep understanding of generational trends, clashes, and challenges affecting today's workplace
- ◊ How to identify the "hot buttons" that cause tensions across the generations
- ◊ Tactics to bridge communication gaps impacting your bottom line
- ◊ Solutions that will improve engagement, team synergy, and motivation

• **Leading Across Generations**

Productive tools and insights for people managers as they navigate leadership roles, including managing up, down, and across generations. This session will focus on how to establish trust among employees, recognize their individual approach to formality, motivation, and encouragement; and facilitate generational understanding around the events and conditions that have shaped each generation, and how these experiences show up in the workplace. This session will focus on:

- ◊ Creating an experience that will inspire employees to consistently show up as their most productive selves.
- ◊ Highlighting the differences for emerging professionals today in comparison to when leaders may have started their careers.
- ◊ Building trust, driving engagement, and improving retention.
- ◊ Understanding how each generation wants to be managed.

• **NextGen**

We aim to use our generational insights to set young talent on the path to success as well as connect managers with Gen Z and young Millennials. The generational conversation is a two-way street, so the NextGen Series consists of two workshops that can function either paired or independently. Whatever route you feel is best for your team, we will help facilitate generational understanding through engaging activities, in-depth discussions, and actionable takeaways.

Workshop for young talent: preparing the next generation for your workplace.

The multigenerational workplace is a labyrinth of communication and working styles—confounding for everyone, but most especially for young talent new to the workforce. With this workshop, we seek to ease those pains and help the next generation understand you. As Gen Zers and young Millennials enter your world, we work to prepare them for the complexities of a multigenerational workplace, your unique expectations, and how to navigate and succeed. We brief them on the strengths and backgrounds of each generation, review common clashes and how to overcome them, and hold an open conversation on how to integrate and grow within your organization.

• **Workshop for leadership: preparing you for the next generation.**

A new generation is emerging in the workforce—new expectations, work preferences, and all—so now is the time to develop a sense for who they are and what they bring to the table. This workshop will teach you everything you need to know about Gen Z and young Millennial employees. We will focus exclusively on the young talent joining your ranks, present their unique background and traits, and discuss what you can expect when working with them. Prepare to walk away with a better understanding of next-gen communication preferences and motivators as well as actionable tips and strategies for how to get the most out of them.

• **Generational Readiness: Focus on Recruiting and Retention for Gen Z**

According to the Labor Department, a record 4 million people quit their jobs in April 2021, starting what was called "The Great Resignation," now being referred to as the "Great Re-Expectation." This time in history is impacting employers of all sizes. Ever changing expectations from each generation in the workplace is adding up to a challenge for people leaders, who need to think differently about how to mentor and coach their team members effectively as they either return to the office or continue to work remotely.

47% of HR professionals said retention was the top talent management challenge. Employee turnover is expensive and time consuming. When employees don't find the flexibility, or workplace culture they desire, they will leave and go to organizations that better align with their needs. We deliver strategies on retaining top talent across generations.

• **The Future of the Workforce: Meet Generation Z**

A new generation is blossoming from their teens years into a unique flock of young professionals, and everyone is wondering: who are they and how will they affect the workplace? Generation Z is poised to be the most competitive generation to date. Raised by hyper-realistic Gen X parents, they're forgoing participation awards and focusing on real results. Diverse, driven, resilient, and hyper-connected, Gen Z will be instrumental in shaping our professional world. Those who look to the future now will hold the keys to building an effective, inclusive environment that attracts and retains the next generation of top talent.

Takeaways include:

- ◊ Gen Z traits and values, and how they impact the workplace
- ◊ Forecasting of future trends that will change the way we work
- ◊ Actionable strategies for overcoming generational ClashPoints

- ◊ Tools to craft the ideal environment for the workforce of the future

- **Managing Millennials for Dummies**

Love them or hate them, Millennials now make up a majority of the workforce—yet somehow managers are still puzzling over how to best recruit, retain, and engage this confounding generation. In this program, we'll demystify the Millennial management challenge and explore how to streamline communication and collaboration among Boomers, Xers, Millennials, and even the next generation. Best practices and proven strategies from Google, Netflix, LinkedIn, and other top employers provide real-world case studies of successful Millennial engagement. This comprehensive look at Millennial management strategies gives leaders the awareness, tools, and tactics to unlock Millennials' full potential.

Takeaways include:

- ◊ Management practices to bring out the best in your Millennial employees
- ◊ Debunking of harmful Millennial stereotypes that can get in the way of the manager-employee relationship
- ◊ A roadmap to groom high potential Millennials for leadership positions
- ◊ Tips for adapting Millennial-friendly feedback, communication, and work styles

- **The New Sales Game: A Playbook for Selling to All Generations**

The art of selling has undergone a massive shift. Traditionalists and Baby Boomers recall a time when salespeople were the experts that customers and clients turned to for information and advice. Now, with technological advancements and ubiquitous access to information, the rules of the sales game have changed. Gen Xers and Millennials are more familiar with a world where buying decisions are made after extensive research of customer reviews, ratings, and consumer reports. Baby Boomers still value an expert salesperson who knows how to build a strong relationship. This program gives implementable tactics to ensure that sales and service professionals can appeal to each generation of customer's unique traits and preferences. Sellers will learn to avoid costly mistakes that result in lost sales, and instead wield their generational savvy to land the deal.

Takeaways include:

- ◊ How to pinpoint sales triggers for Baby Boomers, Gen Xers, Millennials and Gen Zers
- ◊ Techniques to help build stronger, more effective relationships with clients and customers
- ◊ An overview of how each step in the sales process, from introduction to follow-up, should be adapted for different generations of customers
- ◊ Actionable strategies that help position products or services in a way that resonates with each generation

BridgeWorks has been dedicated bridging the generational divide for nearly two decades. All of their generational experts deliver presentations that are witty, smart, relatable, well-researched, and – most importantly – customized for every room they're in front of. Strong believers that every generational voice matters, they steer clear of stereotyping and focus on the truth.

Select Testimonials

"Phil was fantastic. Engaging, funny, and informative. Every person in the room could relate to what he was presenting. Our group gave him a standing ovation..."

— Greater Tallahassee Chamber of Commerce