

Generation Translation

In Our Digital Culture

PERFORMANCE
CONSULTING, LLC



Bridging the Gap

Today's businesses, teams, places of worship and social venues serve the needs of members who were born during the Great Depression and World War II as well as those who have no memories of life without the internet, social media and digital devices.



Why You Should Care

Research—backed by life experience—tells us that different generations come at life, work, worship, and relationships from a distinct angle. The attraction to generational theory is that knowing someone's approximate age and "the times in which they came of age," you have a greater chance of understanding opportunities to connect more effectively in our digital culture.



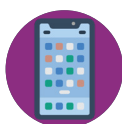
Traditionalist



Baby Boomer



Generation X



Millennial



Generation Z

What People Are Saying

Sports teaches you hard work, perseverance and teamwork to overcome adversity. Coaches have a challenge to make sure that the right people are in the right places, and you inspire those people to work together - that's in sports and that's in business. Rita is able to distinguish what teamwork means across the generations from Gen Z and Millennials and to older generations. You will receive a good deal of information if you can get her to speak at your company.

Roger Staubach, *Real Estate Entrepreneur, Quarterback, Dallas Cowboys*

As the pastor of a multi-generational church, it is important that all generations work together to accomplish Christ's mission. This works best when every generation better understands one another and how to relate to each other. Rita speaks at our church wide programs and helps us better equip our multi-generational staff and church body to function as one and fulfill God's plan for us.

Charlie Blount, *Lead Pastor, First Moore Baptist Church*



Rita M. Murray, PhD

National speaker, educational psychologist and generational researcher, Dr. Rita's experiences as a former CEO of a national energy services company and her research on Millennials and Gen Z underscores her compelling generational insights and practical tools. Helping move insights into results, her presentation style combines entertainment, education, and multimedia tools to engage, motivate and inspire across the generations... *for such a time as this!*

Results

- › Discover the generations' trends
- › Evaluate generational pathways and pitfalls
- › Recognize how technology influences connection
- › Bridge emotional intelligence (EQ) gaps in our digital age of Artificial Intelligence (AI)
- › Turn insights into action

Contact Us Today

We will help you plan an event that best fits your needs - keynote, seminar with breakout sessions, community meal, Town Hall Q&A - or any combination.



rita@ritamurray.com



www.performanceok.com



405.990.6122



ritamurray-phd