

# ENGAGEMENT UNLEASHED

## THE GEN-Z+ OPPORTUNITY



## LEARNING OBJECTIVES

The Gen-Z + Millennial workforce is here – and immediately challenging conventional business with “Quiet Quitting” & “Great Resignation” trends. Your company has two options: blame the pandemic & generational stereotypes...or discover how to maximize the emerging workforce’s significant talents with communications expert Luke Goetting.

In this talk, Goetting showcases how managers & executives can improve retention by meaningfully connecting with employees. From transparency to mentorship to gamification, he’ll highlight actionable strategies that position your company for success – today *and* tomorrow!

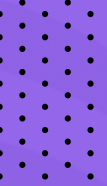
*“You are great at what you do. You made a huge difference in all our workplaces.”*

- Coastal Bend SHRM Participant

1. Participants will analyze motivations & values of Gen-Z+ employees – including meaningful work, flexibility & positive culture – that set the stage for engagement strategies.
2. Participants will explore work dynamic preferences of Gen-Z+ employees – including strategic transparency, two-way communication & ongoing skills development – that enhance employee productivity.
3. Participants will consider the business benefits of fun in the workplace – including gamification of everyday meetings – that can motivate and reward Gen-Z+ employees.

*“Loved the Audience Interaction!”*

Rating ★★★★★ 4.7/5



# LUKE GOETTING

COMMUNICATIONS EXPERT

Luke Goetting is an award-winning communications expert and founder of Puffingston Presentations – a creative consultancy based in Austin, Texas.

He specializes in crafting engaging experiences for employees and audiences around the world.

He has collaborated with clients on CES keynotes, TEDx events and winning SXSW pitch decks.

[▶ VIEW SPEAKER REEL](#)

## featured speaker



## formats

keynote

- 1-1.5 hours
- Interactive
- Featured Content
- Cheat Sheet

workshop

- 4-8 hours
- Guided Strategy
- Full Content
- Team Activities

BOOK NOW!

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