



Us vs. Them: Redefining the Multi-Generational Workplace to Inspire Your Employees to Love Your Company, Drive Innovation, and Embrace Change

Jeff Havens

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A SIMPLER, SMARTER WAY TO MANAGE GENERATIONAL DIFFERENCES IN THE WORKPLACE

- *Forget complex multi-generation models nobody can use!*
- *Discover useful solutions rooted in enduring human psychology*
- *Improve communication, productivity, loyalty, career planning, and innovation*
- *For all executives, HR pros, talent strategists, and entrepreneurs*

Millennials. Gen X. Boomers. The “Greatest Generation.” How do you get them all working together? It isn’t nearly as complicated as the “experts” claim. You just need to understand one simple dynamic that’s as old as the human race: there’s *us*, and there’s *everyone else*.

Jeff Havens clears away the foolishness so often associated with managing multi-generation workplaces, and gives you a simple, sensible framework for resolving every generational issue you’ll ever face.

Havens shows why workplaces have *always* presented “us vs. them” dynamics based on age and experience, and *always* will. Then, he offers practical solutions for specific intergenerational issues associated with loyalty, work ethic, innovation, change, and career advancement.

Ready to get past stereotypes and promote vibrant collaboration across *all* generations? Then you’re ready for *Us vs. Them*.

For 30 years, discussions about generational differences at work have grown increasingly complex and frustrating. “Experts” have identified *three, four, now even five* distinct workplace generations—each allegedly unique and requiring their own management approach. If you buy all that, then it follows that the more generations you bring aboard, the tougher it is to collaborate productively.

But the conventional wisdom is 100% wrong. It isn’t so complicated—or difficult. In *Us vs. Them*, Jeff Havens offers a simpler, more intuitive model—and most importantly, actionable solutions. Based on his internationally acclaimed keynote presentation, *Us vs. Them* will simplify your workplace in ways you didn’t think were possible.

Think of two generations, not five: Older, more experienced workers and their Younger, less experienced counterparts. Suddenly, you can frame generational issues more sensibly—and find simple solutions to problems that once seemed intractable.

Us vs. Them addresses the root psychological causes of generational tension at work: causes based in the hardwired human tendency to see others as “one of us” or as “one of them.” This dynamic has existed *forever*, and it always will. Once you understand it, you can learn to manage it...and when another “new

generation” comes along, you’ll be ready for them, too!

Simpler, more effective ways to:

- Motivate employees of all ages
- Learn from colleagues who think differently from you
- Inspire more enthusiasm, loyalty, and productivity, especially among new hires
- Prevent veteran employees from coasting toward retirement
- Frame change more successfully
- Promote innovation
- Plan succession and advancement
- Accelerate your own career progress

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