

# BRIDGING GENERATIONAL GAPS: FATHER/SON SPEAKING DUO

GenGuru



## Bestselling author and generational expert David Stillman teams up with his Gen Z son Jonah to:

- Introduce the newest generation of employees and customers – Gen Z.
- Help navigate the in person, hybrid or remote multi-gen workplace.
- Better sell and market to five generations of consumers.

### Did you know:

#### In the workplace:

- 10,000 **Baby Boomers** reach retirement age every day.
- 79% of **Gen X** say they feel forgotten in the workplace.
- 49% of **Millennials** want to work fully remote.
- 86% of **Gen Z** prefer face to face communication in their job.

#### In the marketplace:

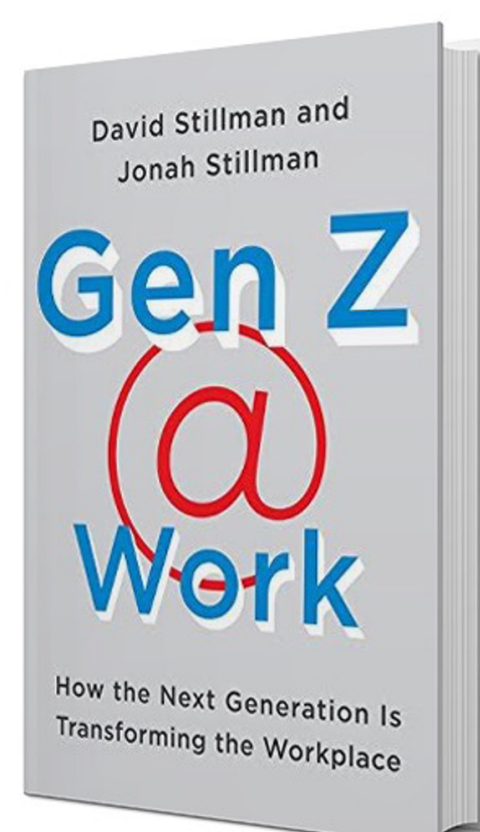
- **Baby Boomers** hold 51% of all wealth in the US.
- 54% of **Gen X** consumers feel overlooked by brands and marketers.
- 80% of **Millennials** trust influencers.
- 84% of **Gen Z** say that their favorite brand treats them like an individual.

**High-energy, informative, and entertaining keynotes or workshops with tangible take home tips.**

**David and Jonah are most known for their ability to customize content for all industries and audiences.**

Through research, case studies and personal stories, this Gen X father and Gen Z son team will show first-hand how generational gaps are impacting business and how to bridge them.

## David and Jonah's New Book



Gen Z @ Work introduces leaders to the seven traits of Gen Z and how they will click and clash with the rest.

### David Stillman (Gen Xer)

brings 25 years of experience in generational research. He's the co-author of notable best-sellers "When Generations Collide" The M-Factor: How the Millennial Generation is Rocking the Workplace" and "Gen Z @ Work". His insights have been featured in TIME, The New York Times, and on CNN, MSNBC, and the Today Show. Recognized as one of the Business Journal's '200 to Watch', David is an expert in understanding the dynamics between generations and how to bridge the gaps.

### Jonah Stillman (Gen Zer)

Jonah Stillman competed for 10 years on the national US circuit in snowboarding. He was ranked in the top 5 in the US before hanging up his helmet to pursue working with his dad. Jonah has since established himself as a renowned speaker, traveling globally to provide insights on Gen Z to some of the world's most influential brands, including The NFL, Gatorade, 3M, and Microsoft. His expertise on Gen Z trends and behaviors has also been sought after and featured by leading media outlets such as The New York Times, Forbes, Inc., and Time.