

# Cam Marston

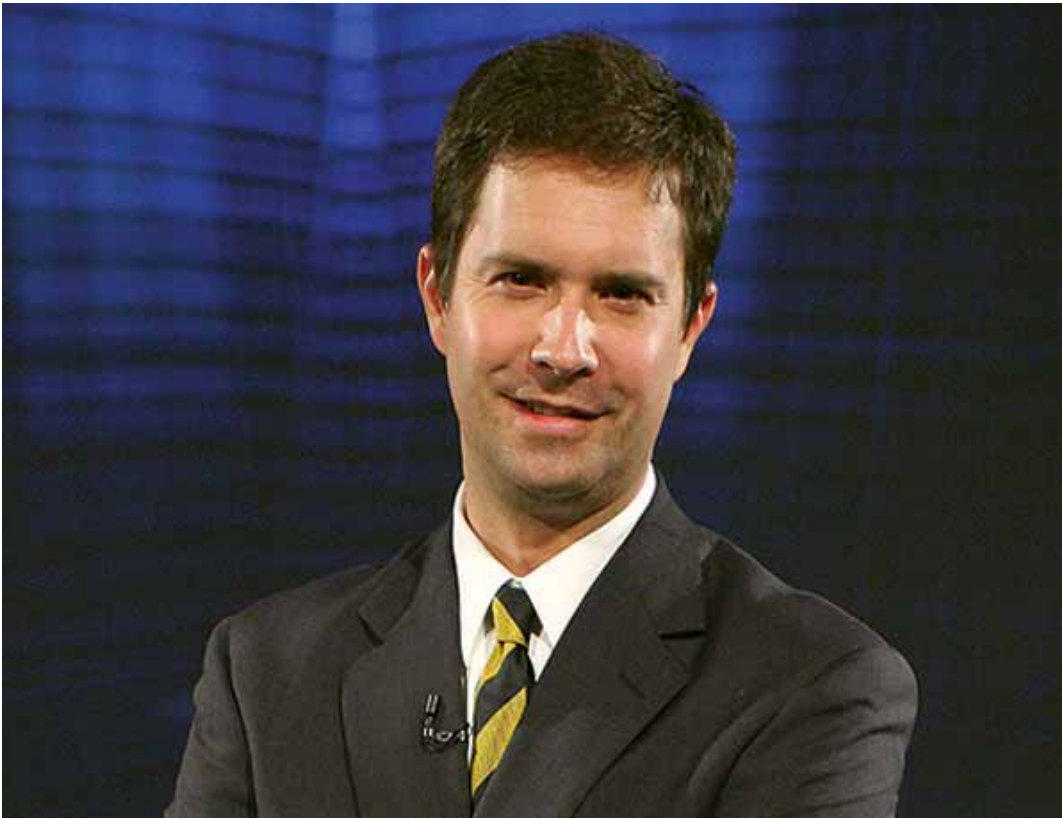


**Availability:** Get a Quote for Availability

## **Short Description**

He is the leading expert on generational change and its impact on the workplace and marketplace. As an author, columnist, training and development designer, and lecturer, he imparts a clear understanding of how generational demographics are changing the landscape of business.

## **About**



Cam Marston is

the leading expert on generational change and its impact on the workplace and marketplace. As an author, columnist, training and development designer, and lecturer, he imparts a clear understanding of how generational demographics are changing the landscape of business. Marston and his firm, Generational Insights, have provided research and consultation on generational issues to hundreds of companies and professional groups, ranging from small businesses to multinational corporations, as well as major professional associations, for over 20 years.

Marston's books, articles, columns, and blog describe and analyze the major generations of our time: Matures (born before 1946), Baby Boomers, (born 1946-64), Generation X (born 1965-79), and Millennials (born 1980-2000). He explains how their generational characteristics and differences affect every aspect of business, including recruiting and retention, management and motivation, and sales and marketing.

His first book, *Motivating The "What's In It For Me?" Workforce* (2005), explores the characteristics and motivations that each generation brings to the workforce and suggests management tactics applicable to any business setting. His next book, *Generational Insights* (2010) is a guide to the best practices in managing generational issues. *Generational Selling Tactics That Work* (2011) is the first book-length study of generational approaches to sales and marketing. His two DVD training videos have been best sellers since introduced in 2005 and his new online training and ILT courses are finding audiences inside corporations and with individuals aiming to keep their skills sharp. His short book *The Gen-Savvy Financial Advisor* (2012, revised 2016) is a must-read in the financial services industry.

Here is a link to his speaking video – <https://generationalinsights.com/videos/>

<https://www.youtube.com/watch?v=4bJPY1B6T1w>

The “Leadership in a Distracted World” presentation can be a 60-75 minute keynote. The keynote fee is \$20,000 plus hotel, prepaid car service in the venue city and a \$1,750 stipend to cover airfare, meals and all other expenses.

## Videos

## Contact/Quote

{rsform 3 Speaker="Cam Marston" }

## Requirements

Engagement	
Price Range	\$10K to \$25K