

# CHRIS TUFF

The Millennial Whisperer

## THE PROBLEM

**Lazy. Entitled. Needy.**

These are just some of the words used to describe Millennials and Gen Z-ers in the workplace. But to discount these much-maligned generations of workers isn't just buying into the myths—it's damaging to your business. Culture is a byproduct of genuine connection, and The Great Resignation is the result of that need not being met.

## THE SOLUTION

Through his energy, humor, and captivating storytelling abilities, Chris offers a practical, profit-focused playbook for working with and motivating the world's largest generations. He debunks Millennial and Gen Z myths, teaches leaders how to attract—and keep—the best talent, and offers tips on how to craft a culture that will maintain morale.



## TAKEAWAYS

Chris makes it his mission to impact every single audience member, giving them free tactics they can implement immediately to foster genuine connection in the workplace, which will lead to a culture of belonging in a post-pandemic world.

### In this session, you will:

- Identify what's missing from your leadership style
- Build a work culture employees crave
- Win at recruiting and retaining new employees
- Motivate, manage, and grow a multigenerational workforce

*Chris really cares about helping people and improving their lives. He is an infectious speaker and an incredible communicator. His speaking engagements and books have been our client's absolute favorites!*

– Mark Stroman  
Employee Benefits Practice  
Leader, USI Insurance Services

