

Do you have the courage to change your mind... and think more distinctively?

SCOTT MCKAIN



While every program is custom-designed specifically for your organization, Scott engages audiences on the topic of culture and provides the following takeaways for your attendees:

Culture Keynote: Developing A Distinctive Culture in a Multi-Generational Marketplace: Enhance Retention and Optimize Outcomes in a Diverse Environment

Your organization's culture will always trump your organization's strategy – for culture determines how we execute. Yet, in this time of so many diverse generations and cultures working together in our organization, how do we develop a culture that creates distinction? In this program, Scott helps you develop a game plan that respects our differences – and helps us draw strength from our diversity.

Key takeaways:

- Why “different” from how we do it doesn't mean “incorrect” in how it's done
- How generational differences can create distinction when we develop an open, accepting organizational culture
- How to thrive in a workplace with multiple generations, and how to work with people who think differently than you

Scott McKain's dynamic presentations inform and inspire – meaning your audience learns — and implements the ideas following the program. His unique platform style has earned him induction into the Professional Speakers Hall of Fame!