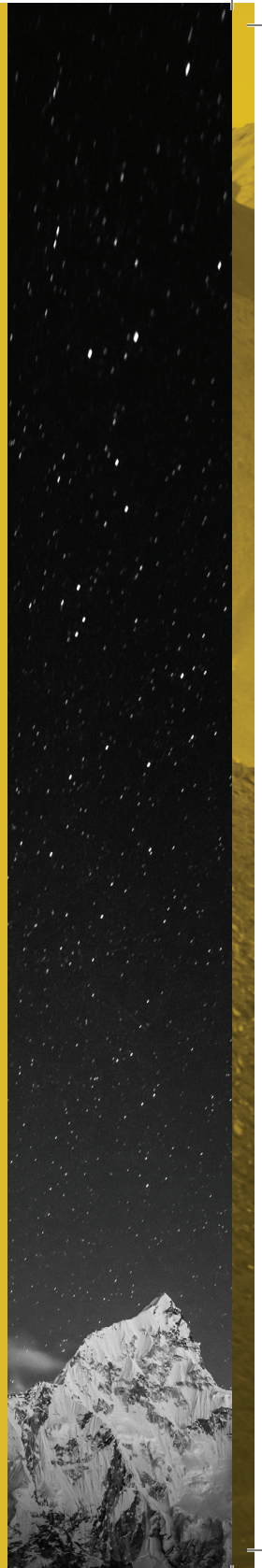




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Wisdom Exchange // Program

GENERATION STATIONS:

5:30pm - 6:00pm

The first thing you'll experience are our Generation Stations - discovering more about each generation, the products and services that shaped their formative years, and their core views. It's an incredible experience to compare the different life experiences from each generation with respect to how it has shaped their world view.

LIGHTNING ROUND:

6:10pm - 6:45pm

Next is the Lightning Round. The topic is, "Things I think about you, but never say." Each generation will share provocative, challenging thoughts that they think about a generation, but would never say to them. Then, each panelist will have an opportunity to respond, sharing insights on what motivates their actions in an effort to educate other generations." The questions are in the back of this booklet, along with space for notes.

PANEL:

6:45pm - 7:30pm

Lastly, we will host a panel with individuals from each of the five generations currently in the workforce. We will ask core questions to each generation, and the audience will also have an opportunity to ask questions to the panel.

Speaker Bios

JEFF CAMPBELL

FORMER GLOBAL CEO, BURGER KING

Jeff Campbell has an impressive list of accomplishments, including 17 years as the Chairman and Global CEO of Burger King. He now imparts his wisdom to others through The Chairmen's Roundtable, a San Diego-based organization that engages in free-of-charge mentoring services for local businesses, where he is Chairman Emeritus.

KY SNYDER

VP OF OPERATIONS & COO, UNIVERSITY OF SAN DIEGO

As VP of University Operations, Ky's responsibilities span from Capital Construction, Facilities Management, Parking, Scheduling, Transportation, Emergency Operations, Public Safety and Intercollegiate Athletics. Snyder returned to USD in 2004 to serve as the Executive Director of Athletics. In 2015, he assumed the role of VP. Prior to returning to USD, Snyder was President of the San Diego International Sports Council and also served as the President of the San Diego Super Bowl XXXVII Host Committee.

KAREN HENKEN

PROFESSOR OF PRACTICE, SOCIAL INNOVATION AND ENTREPRENEURSHIP, KROC SCHOOL AT THE UNIVERSITY OF SAN DIEGO

Karen Henken's work focuses on fostering social impact and system change through social innovation and entrepreneurship. Before joining the Kroc School, Karen spent 20 years in Silicon Valley as an executive in high technology management, launching and managing international markets for high growth businesses. Henken also

serves on the boards of several leading nonprofits both in San Diego and globally.

PATRICIA MARQUEZ

DEAN, JOAN B. KROC SCHOOL OF PEACE STUDIES AT THE UNIVERSITY OF SAN DIEGO

Prior to her time at USD, Dr. Márquez was a professor and Dean at IESA, a School of Business in Caracas, Venezuela. Additionally, in 2016 Dr. Márquez received the San Diego Business Journal’s “Women Who Mean Business Award,” and in 2017 she was given the San Diego Downtown Breakfast Rotary Club Peacemaker of the Year Award.

VALERIE OSWALT

CEO, CENTURY SNACKS

Valerie has over 20 years of consumer packaged food experience, and prior to joining Century Snacks as the CEO she spent several years at Mondelez International as the President of North American Confections.

REMI ADELEKE

FORMER NAVY SEAL, AUTHOR // TRANSFORMED

Remi Adeleke was born in Western Africa, but following the death of his father, he and his family moved to New York. After years of making regrettable decisions, Remi joined the Navy in 2002 and later became a Navy SEAL. Ending his successful naval career in 2016, he was led to pursue careers in writing, speaking, modeling and acting, including the 2017 franchise film Transformers: The Last Knight.



JEFF PON

FORMER DIRECTOR OF THE U.S. OFFICE OF PERSONNEL
MANAGEMENT, FORMER CHRO AND CHIEF STRATEGY OFFICER, SHRM

Jeff Pon has had an illustrious career in both the public and private sector. He has served as former Director of the United States Office of Personnel Management, as well as the former Chief Human Resources Officer and Chief Strategy Officer for the Society for Human Resource Management.

JON CARDER

CEO AND CO-FOUNDER, BLOOM HEALTH

Jon is a serial entrepreneur with a passion for solving problems. He has founded 5 different startups in the Greater San Diego Area, had a couple of successful exits and continues to innovate in his current role as CEO of Bloom Health, an in-home health tracker.

HARMONY WALTON

CEO AND FOUNDER, BRIDAL BAR

Harmony Walton is the founder of the Bridal Bar and has over a decade of wedding marketing, consulting and brand representation experience in the luxury wedding industry. Her high-profile clientele and continued success have garnered her high esteem in her field.

MATT CLIFFORD

COO AND CO-FOUNDER, BARNANA

Matt is an explorer, entrepreneur, investor & endurance athlete who launched Barnana with two friends and a mission to create irresistible banana-based snacks by eliminating food waste on organic banana farms in Latin America.

LIGHTNING ROUND QUESTIONS

1. **ASKED TO:** Silent Gen

ASKED BY: Gen Z

QUESTION: Your parents were the GREATEST GENERATION. Why was your generation not able to achieve more - given that advantage?

2. **ASKED TO:** Silent

ASKED BY: Boomer

QUESTION: Your generation has a reputation for loyalty, isn't that just a euphemism for continual submission to authority?

3. **ASKED TO:** Boomer

ASKED BY: Millennial

QUESTION: Why is it that your generation seems driven much more by material success than doing good for other people?

4. **ASKED TO:** Boomer

ASKED BY: Gen X

QUESTION: Your generation doesn't seem to be risk-takers. For example, it seems like you're more interested in your corner office than you are with startups, innovation, and new ideas. Why do you think that is?

5. **ASKED TO:** Gen X

ASKED BY: Millennial

QUESTION: According to Pew research, the #1 thing that your generation stated that makes you unique is your use of technology, but it seems to me like you guys are behind the times. Do you still feel like that is a unique quality?

6. **ASKED TO:** Gen X

ASKED BY: Gen Z

QUESTION: You guys seem way closer to the old school like BOOMERS and the SILENT GENERATION more so than MILLENNIALS and GEN Z. Do you agree?

7. **ASKED TO:** Millennials

ASKED BY: Boomer

QUESTION: All of the other 4 generations, when asked about their strengths, mentioned work ethic. Your generation didn't... why do you think that is?

8. **ASKED TO:** Millennial

ASKED BY: Silent

QUESTION: You Millennials tout your liberal tolerance, but it seems like there's a lot of behavior and beliefs that are outside of your tolerance zone. For instance, you're very tolerant of various social movements, yet you don't seem very tolerant to things that are outside your belief. Why do you think that is?

9. **ASKED TO:** Gen Z

ASKED BY: Silent Generation

QUESTION: In a study done by Pew Research, 14% of Generation Z said that the U.S. was the best nation, whereas 64% of silent said so. Do you agree with the rest of your generation, and why do you think this number has declined so drastically?

10. **ASKED TO:** Gen Z

ASKED BY: Gen X

QUESTION: 54% of your generation believes that climate change is due to human activity. I sense you believe we've handed you the world in a poor condition. Do you agree with that sentiment?

POST-EVENT REFLECTION

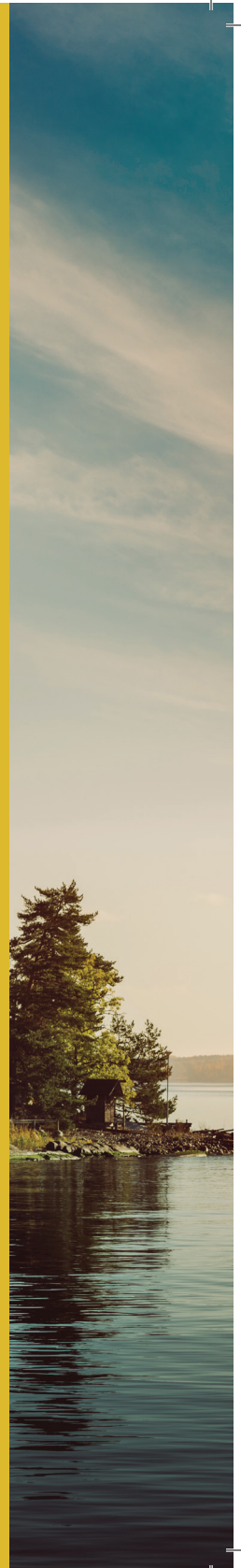
“If we don’t change, we don’t grow. If we don’t grow, we aren’t really living.”

- Gail Sheehy

Change is a good thing. With each degree of change, we move and gain greater clarity into our world and the world of others. The challenge is few of us ever really change. It’s not because we fear change, more often than not, it’s that we don’t know how to start the change process.

Behavior change can be understood in five-stages. Each stage unlocking the next and in turn unlocking growth in your life.

Let’s get started.



PREPARATION:

“Am I ready?”

Who really ever is? From riding a bike, jumping off of a cliff, or having a child, making the decision to “jump in” comes with a lot of risks and unknowns. The good news is, fortune favors the bold. Each time we take steps to act, good things happen! An important part of readiness is preparation. Allowing our minds and motivations to mature towards bold moves supports our ability to move forward.

What is one motivating factor for you to connect with a colleague from a different generation?

- SILENT _____
- BABY BOOMERS _____
- GENERATION X _____
- GENERATION Y _____
- GENERATION Z _____

Write down a few notes as to what motivates you to connect with others.

Write down one goal you have when choosing to connect with another generation.

PRE-CONTEMPLATION:

“I’ve never even considered that!”

Have you ever had one of those “aha!” moments when you gained awareness of something that you had never seen before? It was like the clouds parted and everything became more clear? Pre-contemplation is stage one of behavior change. Often it takes a jarring moment to occur, but when it does you have the opportunity to approach life in a completely different way.

As you reflect on what you saw and heard during the Wisdom Exchange, what was one “ah-ha” moment you had about each generation (including your own)?

- SILENT _____
- BABY BOOMERS _____
- GENERATION X _____
- GENERATION Y _____
- GENERATION Z _____

Write down a few notes as to why you may have been unaware of these realities in the past.

Write down one risk to you and others if you were to continue to underappreciate the wisdom from different generations.



CONTEMPLATION:

“Is it really that big of a deal?”

Can you remember growing up and feeling conflicted over rules? First, it was running when you were told to walk, then speeding when the limit was clearly posted. Human nature likes to push against things that challenge us, but sometimes we need to slow down and answer the question, “is it really that big of a deal?” We believe learning from one another’s differences and life experiences is worth slowing down for.

What is one positive attribute you could gain from allowing yourself to be challenged and educated by each generation?

- SILENT _____
- BABY BOOMERS _____
- GENERATION X _____
- GENERATION Y _____
- GENERATION Z _____

Write down a few notes as to why you may have been resistant to learning from other generations in the past?

Write down one immediate general benefit from learning from other generations.

ACTION:

“Who is coming with me?”

Do you remember the movie, Jerry Mcguire? Jerry had just been fired and is walking out of the office and he asks a simple question, “Who’s coming with me?” Who is going to take on this amazing, unknown, risk-filled life? Only one person took the ride. When it comes to action, few are willing. The truth is that action is what separates extraordinary leaders from everyday ones. When it comes to action, it can’t be understated how important it is to have one or more people going with you. This can look like emotional support, accountability or even action itself.

What is one way a member from each generation could help you with an action you would like to accomplish?

- SILENT _____
- BABY BOOMERS _____
- GENERATION X _____
- GENERATION Y _____
- GENERATION Z _____

Write down a few notes as to how you will reward your success.

Write down three practical actions you will take.



MAINTENANCE:

“How long does this take?”

Learning and developing is a lifelong process. It’s good for your soul and the souls of others. However, the only thing harder than getting started is trying to keep going! We all know the euphoria of taking a new challenge or setting a new goal. But, when the shine wears off, how do we keep going? It’s important to move from “have to” to a “get to” mindset. It’s not enough to do something once or out of obligation, we need to move into a state of personal development responsibility.

What is one small commitment you will make to connect with each generation? Below are some suggestions.

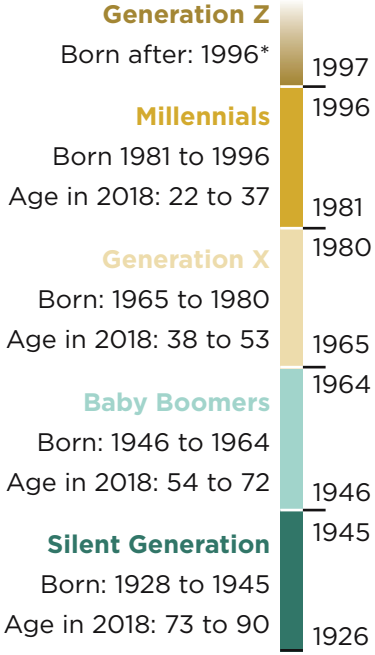
Request mentorship. Send a text. Set a coffee meeting. Seek feedback. Ask for insight.

- SILENT _____
- BABY BOOMERS _____
- GENERATION X _____
- GENERATION Y _____
- GENERATION Z _____

Write down a few notes as to what might get in the way of ongoing success.

Write down a personal promise that you will keep in front of you in order to not relapse into a siloed leader.

The generations defined



*No chronological endpoint has been set for this group, in this analysis, Generation Z includes those ages 13 to 21 in 2018.

PEW RESEARCH CENTER





wisdom {CAPTURE}