



Scott has over 20 years of experience delivering keynote speeches to audiences around the world. All of Scott's programs are customized for each audience and can be delivered in person or virtually for your next event.

Deliverables

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- **Keynote Presentations**

Scott's keynotes can run between 1 to 2 hours, depending on your needs, and are ideal for large audiences.

- **Workshops**

Workshops can run 3 to 4 hours and are ideal for smaller groups looking for a more interactive experience, with breakouts, discussion, and activities.

- **Virtual Presentations**

- **Corporate Entertainment Game Show**

Areas of Impact

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Scott's presentations have helped companies gain generational insights and strategies in the following areas:

- *Bridging Generational Gaps*
- *Diversity and Inclusion*
- *Recruiting and Retention*
- *Hybrid Work*
- *Workplace Communication*

Keynote Speaker. Generational Expert



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Meet Scott

Scott Zimmer is a dynamic and influential generational speaker renowned for his insightful perspectives on bridging the generational gaps in today's diverse and ever-evolving workforce. With a captivating presence and an in-depth understanding of the multiple generations, he has become a leading authority on generational dynamics, communication, and collaboration.



As a generational speaker, Scott has delivered captivating keynote speeches, workshops, and training sessions to a wide range of audiences, including corporate leaders, HR professionals, and employees across various industries. His expertise extends beyond merely identifying generational differences; he delves deeper into exploring the common values that unite individuals across age groups.

Through his engaging presentations, he works to inspire individuals and organizations to build meaningful connections, ultimately fostering thriving environments where every generation can flourish and contribute their best.

Over the past decade, Scott has worked with a diverse mix of companies across the world, helping to hone industry and organization-specific tools and insights for clients including Adidas (Germany), Visit Iceland (Iceland), Nike, Six Flags, Progressive, and Mattel (given his love of Hot Wheels and He-Man growing up, the latter was especially exciting).

Scott Off-Stage

You might not know it by looking at him, but Scott grew up on a fourth-generation dairy farm in central Minnesota. That meant long days of milking and feeding cows, as well as bailing hay and harvesting crops. But it wasn't all blood, sweat, and tears. Eighteen years on a farm taught him a lot about hard work, dedication, and instilled a sense of community and coming together that he still values to this day. Scott received his degree in Communications from St. John's University in 2000. During his time there, he wrote for the school newspaper, received an amazing internship that ignited his love of public speaking, and in his downtime, refined his skills at Mario Kart.



Today, Scott lives in the suburbs of Minneapolis with his family. When he's not traveling or presenting, he loves spending time at home with his family and spoiling his dog, Mac. He's also a die-hard pizza lover and tries to hit up a new restaurant in every city he visits. And he still makes it back to the farm whenever he can to relive his glory days!

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Why Go With Scott?



My goal is to ensure that everyone leaves with a deeper understanding of the generations topic and practical takeaways they can implement immediately.

Here's what makes my presentations stand out:



Comprehensive Information

Each presentation is packed with well-researched data and insights about different generations, their characteristics, and how they influence and interact with the world around them. Attendees gain a thorough understanding of generational traits, preferences, and behaviors, supported by up-to-date statistics and real-world examples.

Engaging Activities

To keep the energy high and the audience involved, I incorporate interactive activities throughout the session. These activities are designed to be both fun and enlightening, encouraging participants to actively engage with the material and with each other. Activities may include group discussions, generational trivia, and games.

Practical Takeaways

Beyond just learning, my presentations offer actionable insights and practical tips that attendees can apply in their personal and professional lives. Each participant receives a summary of key points, along with resources and strategies tailored to effectively bridge generational gaps and enhance communication and collaboration across different age groups.

Dynamic Delivery

I use a variety of multimedia tools to keep the presentations lively and visually appealing. This includes engaging slides, videos, and infographics that illustrate key points and keep the audience's attention throughout.


Customized Content

I understand that each audience is unique, so I tailor my presentations to meet the specific needs and interests of the group. This customization ensures that the content is relevant and impactful for every attendee.

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Testimonials

“

From the moment Scott took the stage, his presence was nothing short of captivating. Scott brought an incredible blend of knowledge, passion, and inspiration that truly resonated with everyone in the audience.

John Soma, Sr. Director Talent Development and Training, Prime Therapeutics

“

We appreciate Scott's effort in tailoring his message to align with our event's theme and objectives. His presentation significantly elevated the overall experience and set a high standard for future events.

Benjamin Meents, SVP Enterprise Marketing – Experiential Partners, UnitedHealth Group

“

Scott managed to make a lasting impact with our team, encouraging us all to think more critically and creatively about communicating with different generations.

Jayson Maxwell, Interim Chief Human Resources Officer, United Parks and Resorts

“

What stood out most was Scott's ability to weave personal anecdotes with compelling data. It was not only informative but also deeply engaging.

Carlie Crouch, Director of Talent Management, Trinity Logistics

“

Scott's enthusiasm was infectious. His energy and passion for bridging generational gaps was evident from start to finish.

Angela Darling, Project Manager/Events, Suite Management Franchising

“

Scott is an inspiring and insightful speaker who effortlessly bridges the gap between different generations. We are incredibly fortunate to have had the opportunity to learn from such a dynamic speaker.

Kelly Pope, Special Event Management Consultant, The Salvation Army National Headquarters

“

Our team loved Scott's workshop and game show! Scott delivers crucial insights about communicating across generations in a fun and engaging entertaining way.

Guru Vasudeva, SVP, Nationwide

“

Scott's insights and guidance were invaluable, and I am personally grateful for the wisdom and positivity he shared with us. I also appreciated the way he interacted with our attendees and showed up for them beyond just his workshop time.

Jacqueline Marks, Global Head of Trade Brands, ALGVacations

Why Generations?

Generational challenges have a greater impact on a company's bottom line than many realize. For instance, around 10,000 Baby Boomers turn 65 every day, and there are now fewer Boomers in the U.S. labor force compared to Millennials and Generation Xers. Additionally, Gen Z makes up 25% of the U.S. population and is rapidly entering the workforce. This has led to four different generations working together, each with distinct attitudes and expectations about career advancement, work ethic, and communication. These differences can lead to generational clashes, affecting productivity, recruitment, and retention, ultimately costing time and money.



Scott diligently works to understand each client's desired outcomes and tailors each presentation to create an experience that aligns with their specific organizational goals. His presentations are informative, engaging, and fun - giving audiences both an experience they'll remember and actionable takeaways they can use to strengthen workplace relationships and culture.



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Connecting Across Generations

With up to five generations working together in today's organizations, it's more important than ever for companies to understand the generational differences that set them apart. Connecting Across Generations is a compelling and fun presentation that provides audiences with a deeper understanding of the different generations they work with every day.



This session will:

- Explain who the generations are and explore where their differences come from.
- Uncover surprising insights into each generation and learn why every generation is important to your organization's bottom line.
- Explore the standout traits, values, and strengths each generation brings to the table.
- Address the challenges and misconceptions that can exist between the generations.
- Provide guidance and insights for navigating communication, engagement, and team synergy to help different generations work together better.
- Offer actionable strategies that every generation can start implementing the very same day.

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“That Meeting Could’ve Been An Email”

Strategies for Effective Workplace Communication & Collaboration

Does it seem like you’ll never get through all the emails you receive in a day? Do you have a strong suspicion that some of your colleagues don’t listen to voicemails you leave? Do you find it hard to get all your work done because of all the meetings in your calendar? If so, you’re not alone.

Maintaining strong communication and collaboration between different generations in the workplace has always been a bit tricky, but today’s hybrid workplace has made it even more challenging. Diverse teams carry diverse communication and collaboration styles and preferences. While some feel that communication technologies like Zoom and texting offer greater efficiency and convenience, others are worried we’re losing the interpersonal skills needed to succeed in the workplace. Some believe that an efficient, self-reliant approach gets the job done. Others value a more collaborative approach, seeking out different ideas and perspectives.

These different approaches can often create confusion and frustration. Learning to work through these obstacles results in greater efficiency, robust teams, productivity, and a more positive workplace.

This session explores how effective communication and collaboration benefits your company’s bottom line and creates a workplace where employees feel heard and valued.



This session will:

- Present strategies to effectively communicate across generations.
- Unpack how each generation views communication technology and prefers to use it at work.
- Give insights into how different generations approach collaboration
- Recommend strategies for delivering effective feedback across generations
- Deliver tools to improve active listening, conflict management, and demonstrate empathy.

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Managing a Multi-Generational Team

Turning Generational Differences into Employee Retention



Different generations bring different expectations and life experiences to the workplace. This can be particularly challenging for managers attempting to lead teams comprised of workers from different generations. It's not just about how to get the most out of your employees—it's about making sure everyone has a fulfilling experience at work.

With record numbers of employees leaving their jobs, retention has become a top priority for every organization today. Scott's session will explore the top reasons different generations leave organizations for other opportunities, and what you can do to not only retain your top talent, but give them the tools and support they need to excel in their jobs for years to come.

This session will:

- Offer strategies to motivate and manage workers from each generation.
- Explore how the generations act and react in times of growth and change.
- Provide guidance and insights for navigating communication, engagement, team synergy, and motivation to help everyone work together better.
- Present tools for delivering effective feedback.
- Offer strategies for building trust and solidarity with your team.

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Why Mentorship Matters

Building Effective & Lasting Relationships Across Generations

Mentorship helps people connect their deeper human motivations and values to their careers, which is especially crucial for connecting with younger employees today. Inter-generational mentoring (and reverse mentoring) can also lead to rewarding career development and increase employee retention. According to the Workplace Learning Report, 94% of employees said they would stay at a company longer if they were offered opportunities to learn and grow.



Mentoring in the workplace also has huge benefits for organizations themselves, increasing employee engagement, loyalty, and satisfaction. It can also improve knowledge sharing, on-boarding ease, and a strong company culture.

This session will:

- Explore the important distinction between mentoring and managing.
- Offer insights for making mentorship relationships mutually beneficial for mentors and mentees.
- Share tools for effectively maintaining mentorship relationships, even when things get busy.
- Provide best-in-class examples of successful mentorship relationships.

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Meet Gen Z

Recruiting, Retaining, and Engaging the Next Generation

Remember when Millennials were the newest generation in the workplace? A tech savvy and collaborative generation, they pushed boundaries, asked questions, and sometimes drove their bosses nuts.

Millennials are now the largest generation in the workforce. Many are now in their 40s and have direct reports of their own. Today, a new generation is entering the workforce, with a whole new set of expectations and preferences: **Gen Z**.

Years ago, a competitive salary and benefits were often enough to get people in the door. Today, it's just one of the many factors Gen Z consider when it comes to their career. This session will focus on the young talent joining your company, give insights into their unique background and traits, and discuss what you can expect when working with them.

This session will:

- Explore the formative years and resulting traits and behaviors of Gen Z.
- Provide essential tools to help Gen Z reach their full potential.
- Unpack how meaningful work is connected to Gen Z's personal and professional development.
- Offer communication, feedback, and recognition strategies that will resonate with Gen Z.
- Deliver tools for creating a working environment that is safe and supportive for Gen Z



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Pop Quiz!



Generational Entertainment Show

If you want attendees talking about your conference or event long after it's over, PopQuiz is the perfect choice!

PopQuiz is an interactive entertainment show that uses generational nostalgia to create an experience that will have your audience energized and engaged from beginning to end.

Hosted by Scott Zimmer, PopQuiz will test your team's knowledge of pop culture through the decades. Infused with each generation's favorite music, movie, TV, and pop culture moments, your team will serve as both contestants and audience in this fast-paced, high-energy event!

From The Beatles to the Backstreet Boys, All in the Family to Modern Family, PopQuiz will not only test how much you know about your own generation; it tests your knowledge of other generations as well.



Why Pop Quiz?

- Incredibly simple, low-maintenance solution for any conference or event.
- It gets attendees talking to each other before, during, and after the show.
- Ideal for groups of any size.
- Provides high-energy, interactive entertainment.
- Frames the generations from a nostalgic perspective.
- Takes your attendees on a trip down memory lane.
- Allows audiences to employ all the pop culture knowledge they didn't even know they possessed, from ad slogans to song lyrics.
- Will have audiences enjoying themselves, laughing together, and bonding.

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