

ENGAGEMENT UNLEASHED

THE GEN-Z+ OPPORTUNITY



The Gen-Z + Millennial workforce is here – and immediately challenging conventional business with “Quiet Quitting” & “Great Resignation” trends. Your company has two options: blame the pandemic & generational stereotypes...or discover how to maximize the emerging workforce’s significant talents with communications expert Luke Goetting.

In this talk, Goetting showcases how managers & executives can improve retention by meaningfully connecting with employees. From transparency to mentorship to gamification, he’ll highlight actionable strategies that position your company for success – today *and* tomorrow!

“You are great at what you do. You made a huge difference in all our workplaces.”

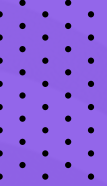
- Coastal Bend SHRM Participant

TRAINING TOPICS

- + Communication Style
- + High-Touch Management
- + Conflict Resolution
- + Lead with “Why”
- + Growth Mentality
- + Career Gamification
- + Values-Forward
- + Workload Prioritization
- + Mental Health
- + Office vs. Remote

“Loved the Audience Interaction!”

Rating ★★★★★ 4.7/5



LUKE GOETTING

COMMUNICATIONS EXPERT

Luke Goetting is an award-winning communications expert and founder of Puffingston Presentations – a creative consultancy based in Austin, Texas.

He specializes in crafting engaging experiences for employees and audiences around the world.

He has collaborated with clients on CES keynotes, TEDx events and winning SXSW pitch decks.

[▶ VIEW SPEAKER REEL](#)

featured speaker



formats

keynote

- 1 Hour
- Interactive
- 3 Sections
- Cheat Sheet

workshop

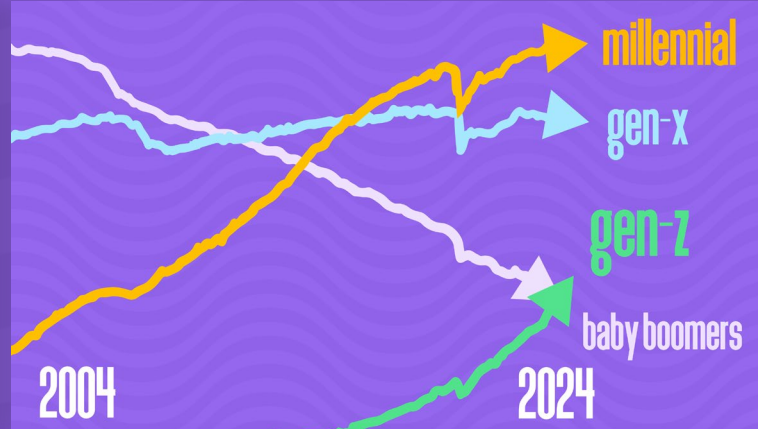
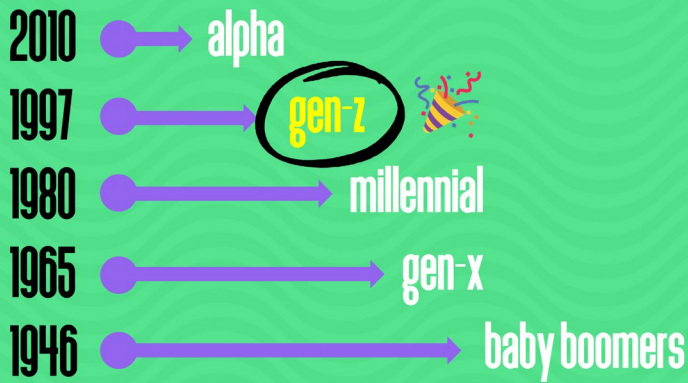
- 4-8 hours
- Guided Strategy
- 8 Sections
- Team Activities

BOOK NOW!

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CHEAT SHEET



HIGH COST
LOW ENGAGEMENT



EVOLVE
WITH
GEN Z!



GEN Z →
← WORK


CHEAT SHEET



- Digital Natives
- Idealists
- Entrepreneurial
- Work to Live
- Flexible



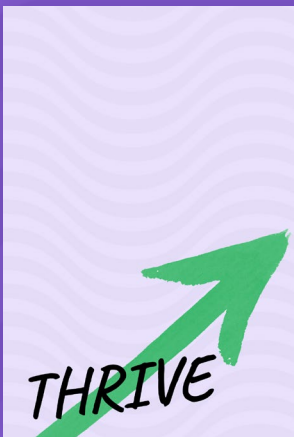
- Loyalty?
- Pipe Dream
- World on Fire



- Soft Skills
- Communication
- Expectations
- Work Ethic
- Sensitivity



THRIVE



THRIVE

- GROWTH
- TRANSPARENCY
- VALUED

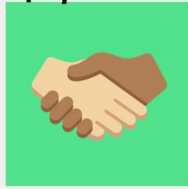
GROWTH	TRANSPARENCY	VALUED
Better World	Expectations	Caring ROI
L&D	Lead with Why	2-Way Comms
Entrepreneurship	High-Touch	Flexibility
Gamification	Difficult Convos	W/L Balance

CHEAT SHEET

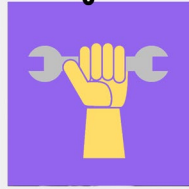
environmental sustainability



diversity, equity & inclusion



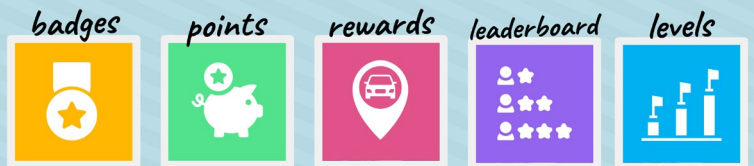
workers' rights



customized learning & development opportunities



career gamification



CHEAT SHEET

- ✓ 2-way
- ✓ transparency
- ✓ regular
- ✓ informal



- honesty
- constructive
- steps to improve

✓ valued

- + engaged 3X
- + advocate 5X
- + trust leaders 5X




COMMUNICATION TAKES TWO

want office option
(occasionally)



PICOLAS CAGE PICOLAS CAGE PICOLAS CAGE PICOLAS CAGE PICOLAS CAGE

work/life balance



- top trait admired in peers
- top consideration when choosing employer

CHEAT SHEET



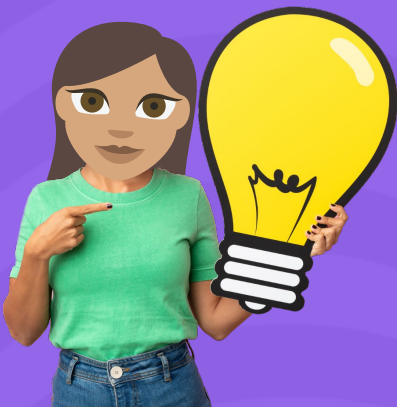
Luke Goetting

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THANK YOU!

more info



- + [Deloitte 2023 Gen Z and Millennial Survey](#)
- + [Fast Company - Why Gen Z is so keen on entrepreneurship...](#)
- + [Gallup - Generation Disconnected: Data on Gen Z in the Workplace](#)
- + [Paylocity - Engaging Gen Z in the Workplace in 2023 and Beyond](#)
- + [Gallup - U.S. Employee Engagement Needs a Rebound in 2023](#)