



SCOTT MCKAIN PROGRAM DESCRIPTION

Developing a Distinctive Culture in a Multi-Generational Marketplace

While every program is custom-designed specifically for your franchise, Scott engages his audience on the following topic and provides the following takeaways for your attendees:

Your franchise's culture will always trump your franchise's strategy – for culture determines how we execute. Yet, in this time of so many diverse generations and cultures working together in our franchises, 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