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WEBINAR EXCLUSIVE

TO TECH OR NOT TO TECH: GENERATIONAL ENGAGEMENT IN THE WORKPLACE

WITH KATHERINE MCCORD -
PRESIDENT AND PEOPLE OPERATIONS CONSULTANT
AT TITAN MANAGEMENT

MODERATOR:
TORI FULLER
WEBINAR COORDINATOR
HUMAN RESOURCES TODAY

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Level-Up your HR with Flexible Employee Management Software

Our mission at GoCo is to help small businesses spend less time on manual, painful, and complex HR tasks, so they can focus on growing happier, more productive teams. We hope by doing so, we can empower companies to focus on their own employees and mission.

Backed by notable investors such as Salesforce Ventures and featured as the #1 HR platform in Forbes, Huffington Post, and Entrepreneur Magazine, GoCo is delivering a more delightful workplace to thousands of businesses and their employees.

Learn more about what separates us from the pack at goco.com

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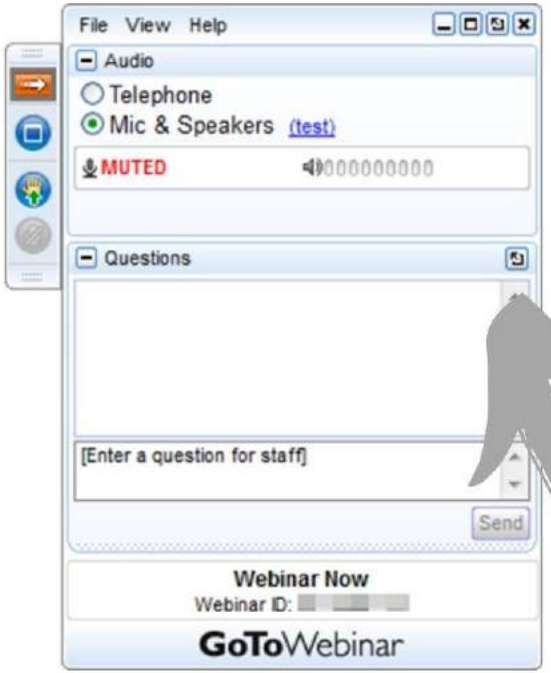

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with...

KATHERINE MCCORD

PRESIDENT AND PEOPLE OPERATIONS CONSULTANT AT TITAN MANAGEMENT

Generational Engagement in the Workplace:

To Tech Or Not To Tech

By: Katherine McCord of Titan Management

Ageism:

The practice or state of being prejudice or bias against a person based on their age

Intersectional Diversity

Diversities such as physical, neuro, gender, cultural, etc. often coexist in an individual.

Older does not mean:

- Slow to learn
- Set in their ways
- Close to retirement

Younger does not mean:

- Quick to learn
- Looking for long term
- Un-wise

Creating Effective Inclusive Communication

Structure

Make sure that all communication is well structured and organized using sections, headings, and bullets. Try to always keep the same structure.

Plain English

Keep your wording direct and concise. Avoid words that everyone may not know. Choose the best words to express what you need accomplished.

Color & Contrast

Using color and bolding to emphasize section headings and most vital information is highly helpful. Consistent color coding can also be useful.

Images

Many people are visual learners and adding images that depict your message will help it to be absorbed effectively. Keep images diverse as well.

Links

Adding links will help add clarity. Include links to additional instructions, videos, etc... Describe your links. Do not just put "click here".

Tables

Simple tables are a highly efffective way to communicate. Avoid complicated elements and keep it both concise and clean in appearance.

Tools and Styles

Multi-Aspect Communication
Use tools and templates that have type, links, visuals, and audio components.

Built-In Accommodation
Find tools that allow users to adjust the tool based on diagnosis or diversity.

Inclusive Responses
Utilize tools that have multiple message and response options (receive message in type, respond in voicemail).

Collaboration tools are terrific, and business management systems are great, but don’t over-complicate it.

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Q&A

Katherine McCord

President and People Operations Consultant at Titan Management

/in/katherine-mccord-093bb343

titanmanagementusa.com/

MODERATOR:
TORI FULLER
WEBINAR COORDINATOR

/in/torifuller