

## Client C.A.R.E. *Excel with Boomers & Their Multi-Generation Families*

Course Code: 555

3 Continuing Education Credits — 3 hours

*"Embracing proven maxims like 'No one cares what you know until they know that you care' is not as important as understanding why these and other insightful observations about human nature remain true." — PJ Wade*

**The 21<sup>st</sup>-Century global financial meltdown shattered personal standards and goals around the world. This recession triggered the redefinition of much that boomers and their families took for granted. Now, it's time to redefine *quality* and *value* in terms that keep them focused on new goals and on sustainability in life and in business.**

Boomers & their multi-generation families want *quality* and *value* in the services they receive and the products they buy. Cross Generation Expert PJ Wade explores myths, misunderstandings, and out-dated thinking that can hold professionals and their clients back from making confident decisions and adopting creative forward thinking.

Join this dynamic session, to kickstart creativity and strengthen your competitive edge by exploring forward-thinking subjects, including:

1. What *client satisfaction* means in an evolving economy and in emerging markets, and why you should C.A.R.E.
2. Why you should not confuse the ability to use technology and social media with an ability to communicate clearly and consistently
3. Why your ageist views can cause more problems than your services solve
4. Why boomers are the most misunderstood, high-profile group in history and how this matters when you want to show you care.

**To book PJ Wade: [priority@TheCatalyst.com](mailto:priority@TheCatalyst.com)**

## **Client C.A.R.E.:**

### ***Excel with Boomers & Their Multi-Generation Families*** (cont'd)

*"In times of change, 'unknowing' and 'unlearning' present the greatest challenges to progress and sustainability." — PJ Wade*

Embrace this session as a place to think, a mental tuneup, and a performance self-evaluator, and you'll begin to understand what you need to *unlearn* and *unknow* in these redefining times. Join Strategist PJ Wade to gain fresh insight, practical suggestions, and fast-forward tips on subjects, including:

- Three roadblocks to help prospects and clients to overcome, so they can move forward
- Five powerful strategies to differentiate your practice and to be in position to take the lead in the next boom market
- Which business expansion targets and succession tactics to consider to improve your results and returns in challenging markets
- Which new approach you can adopt to help prospects and clients make confident decisions in the face of pressures and uncertainty
- Five key, but often overlooked, elements that define "relevance" and "service" to this technology-distracted human revolution—whether individuals realize it or not.

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## **About Facilitator & Catalyst PJ Wade**

Futurist and Strategist PJ Wade earned her title "The Catalyst" by translating the dynamic impact of boomers and their multi-generation families into relevant business, workplace, and lifestyle trends. PJ's age-free, borderless view of the future keeps her in demand as strategic coach, business strategist, and provocative speaker. PJ's wide-ranging knowledge of emerging trends and cross-generation influences reinforces her talent for *Forward Thinking*—a stimulating ability she demonstrates regularly.

Author of 8 books and more than 1800 published articles, PJ is a popular featured media commentator on radio and television, in print and online. PJ's latest business book is "What's Your Point?" (CatapultPublishing.com).

Her firm, also known as The Catalyst, provides advanced education, strategic communication, and cross-generation collaboration services to the financial, housing, hospitality, tourism, lifestyle, and service sectors—and to the consumers they serve.

**For more, visit [www.TheCatalyst.com/continuingeducation.html](http://www.TheCatalyst.com/continuingeducation.html)**