RITA PEREA
ENTERPRISES

Managing a Multi-generational Workforce

Rita Perea, Principal

Rita Perea Consulting

Today, for the first time ever, four generations are working side-by-side in the American workplace. Organizations are feeling the pain of generation gaps as they struggle to manage productivity and morale, while maintaining high standards of quality and service in a challenging economy.

As training professionals, we are pivotal in defining the unique challenges and framing the solutions for issues created by this new American workforce. Proposed solutions include an emphasis on identifying generational values, attitudes, work styles, and increasing awareness for operating effectively within a multi-generational workplace.

Rita Perea Biography

Rita Perea brings a powerful blend of passion and professionalism to both private and public sector organizations. As a consultant, coach and keynote speaker, she shares her 20-plus years of experience with hundreds of leaders annually in organizations ranging from Fortune 500s and high-tech startups to education and not-for-profits. Clients who have engaged her services include teams and individuals from Nationwide Insurance, Team Quest International, and Meredith Corporation, just to name a few.

Rita holds both a Bachelor's degree and Master's degree; a Specialist's degree in Leadership; and is currently a Doctoral degree candidate. She specializes in working with young professionals who aspire to leadership positions, as well as successful leaders transitioning into a new organization or upward into significantly more challenging levels of leadership. Rita holds several certifications including communications and work-life integration specialist.

Rita is the author of the soon-to-be released *From Frantic to Fabulous: Designing the Life You Deserve* (2009) and is a contributing author of *Awakening the Workplace: Achieving Connection, Fulfillment and Success at Work* (2008). She and her physician-husband, Ernie, reside in the heartland of America, Des Moines, Iowa. They adore international travel, fine dining, and providing service to the global community.

Professional Affiliations: National Speakers Association; American Society of Training and Development; Society for Human Resource Managers; Rotary International.

CONTACT:
Rita Perea, Principal Rita Perea Consulting
515.577.5666 • Rita@Ritaperea.com • www.Ritaperea.com

MEMBER NSA
NATIONAL SPEAKERS ASSOCIATION