



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.”*

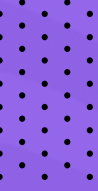
- Coastal Bend SHRM Participant

TRAINING TOPICS

- + Communication Style
- + High-Touch Management
- + Conflict Resolution
- + Lead with “Why”
- + Growth Mentality
- + Career Gamification
- + Values-Forward
- + Work load 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!

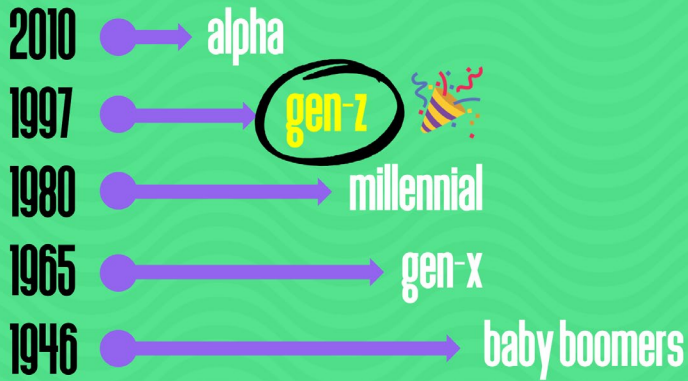
LUKEGOETTING.COM

LUKE@PUFFINGSTON.COM

512-387-2097



CHEAT SHEET



17% + **NEW SKILLS**
COMPLETELY RATIONAL

HIGH COST
LOW ENGAGEMENT

gen-z values salary less than every other generation



learn & practice new skills



- training programs
- mentorships
- career mapping

CHEAT SHEET

want office option
(occasionally)



✓ valued

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



clarity

- stay 2+ years (4X)



- honesty
- constructive
- steps to improve



lead with
WHY



CHEAT SHEET

driving change
major skill to develop



the pitch



LOOK AROUND!
internal opps



coming...



by 2030

...and going (Zillennials)

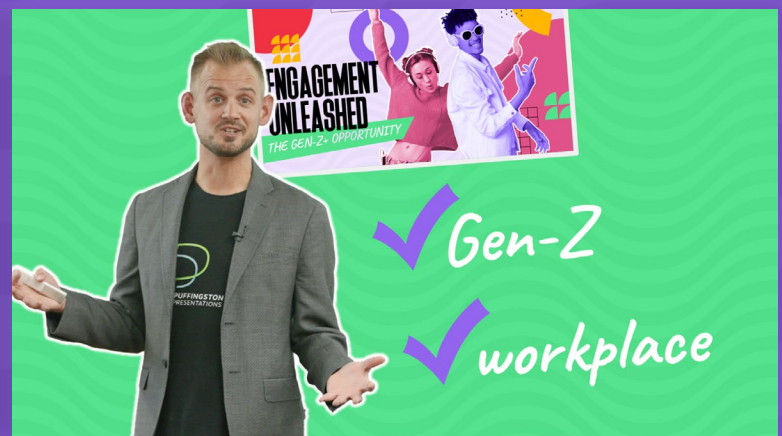


GEN-Z = FASTEST 

**ENTREPRENURIAL
MINDSET**



CHEAT SHEET



CHEAT SHEET



Luke Goetting

LukeGoetting.com

Luke@Puffingston.com

512.387.2097



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](#)

