

Multi-Generational Leadership: Keys to Empowering Your Business and Elevating Your Company Culture



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Tuesday Breakout Session

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Multi-Generational Leadership: Keys to Empowering Your Business and Elevating Company Culture



Key Take-aways From This Session



The importance of creating an inclusive environment



The power of creating a communication strategy that underscores respect for all



Empowerment opportunities from the diverse generations to further learn from each other

The gift of recognizing each team member's unique talents and expertise

How those unique factors contribute to shared success

Recognizing what your team needs for everyone's success

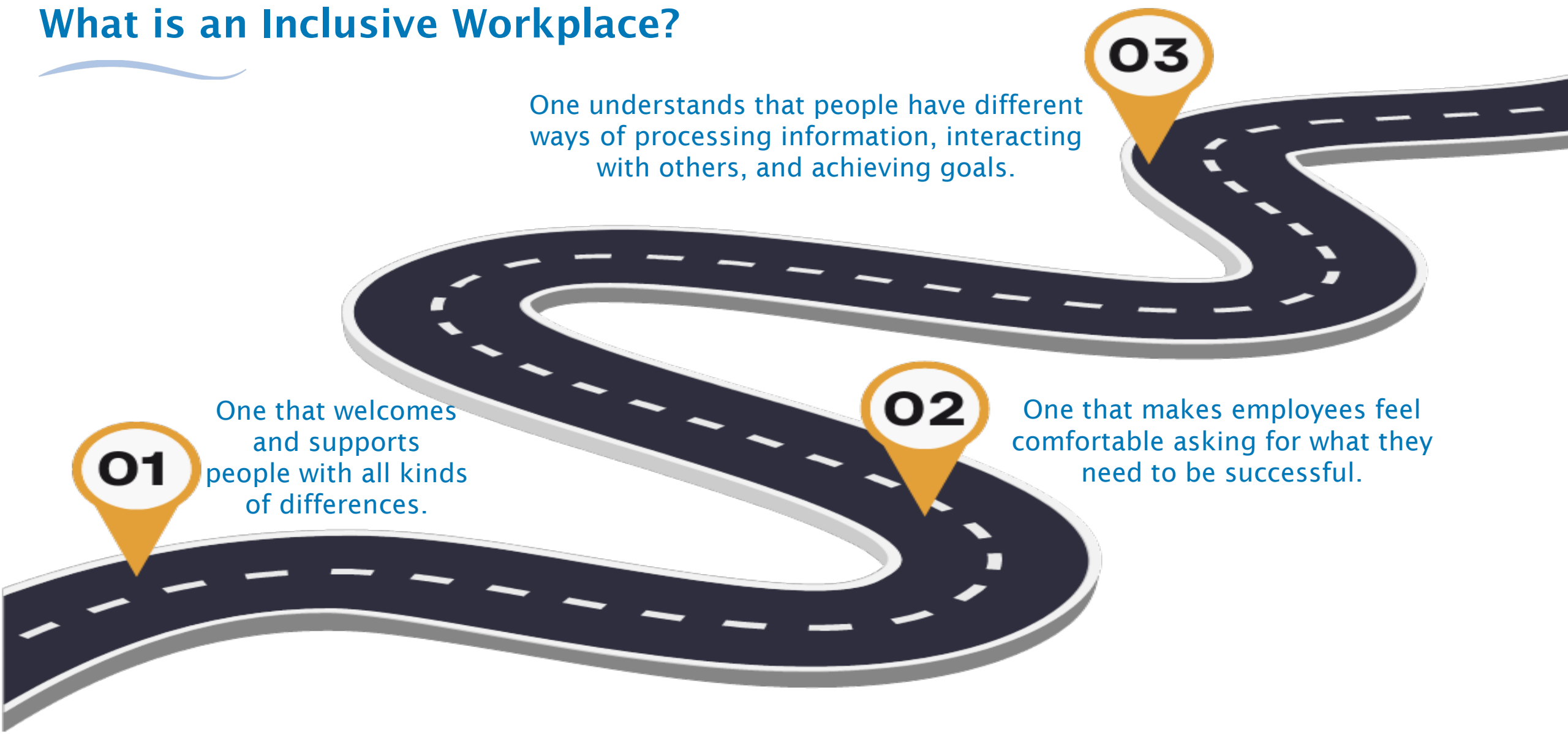


Embracing the Generational Shift

4 ways to recognize and appreciate generational diversity in work and everyday life

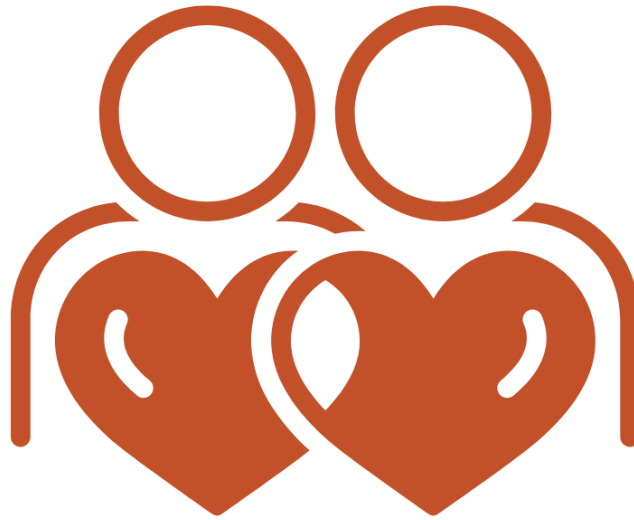


What is an Inclusive Workplace?



Why Does it Matter?

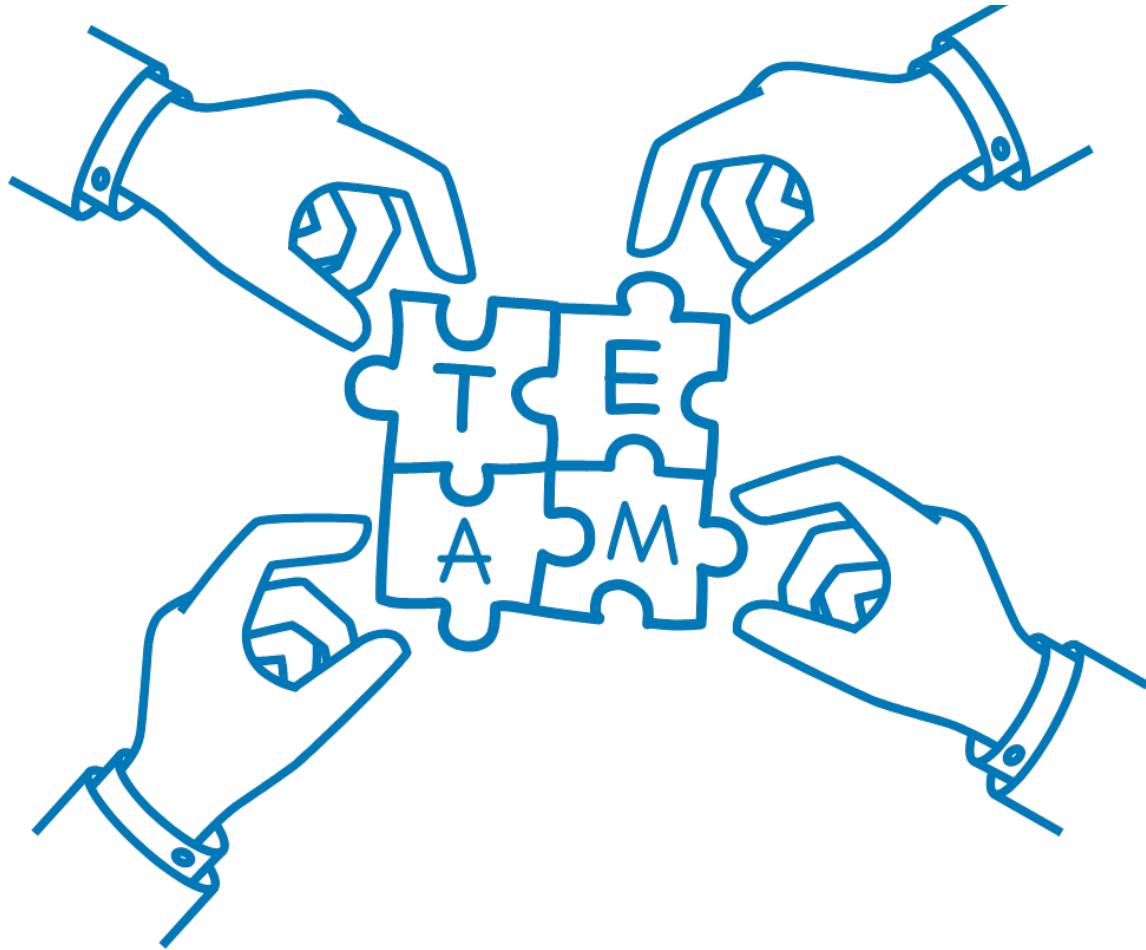
Leadership's approach creates a ripple effect throughout a company.



The NEW Golden Rule

Treat others
the way
~~YOU~~^{THEY} want to
be treated.

Teamwork is Dreamwork



No matter how
many times we
sigh and say that
we've heard this
before,
it won't stop
being true!

So, What Makes A Great Team?



6 Tips to Help Build a Great Team

1. Have brainstorming sessions with the entire team

2. Improve and establish respect

3. Stress the importance of communication

4. Foster good company culture

5. Stay organized as best you can

6. Never forget, dynamics make a strong team



How Do You Identify Talent Within Your Team?

Characteristics and behaviors that help identify top talent:



Triple A's – Attitude, Accountability, Appearance

Positive energy

Entrepreneurial spirit

Innovation or creativity

Commitment to the business's culture and mission

Effective communication skills

Integrity

Authentic teamwork

Internal AND external customer focus

The Keys to Respectful Communication



Be emotionally
empathetic –
EQ versus IQ



Avoid negativity



Discipline
gossiping and
unkind
behavior



Do not over
criticize



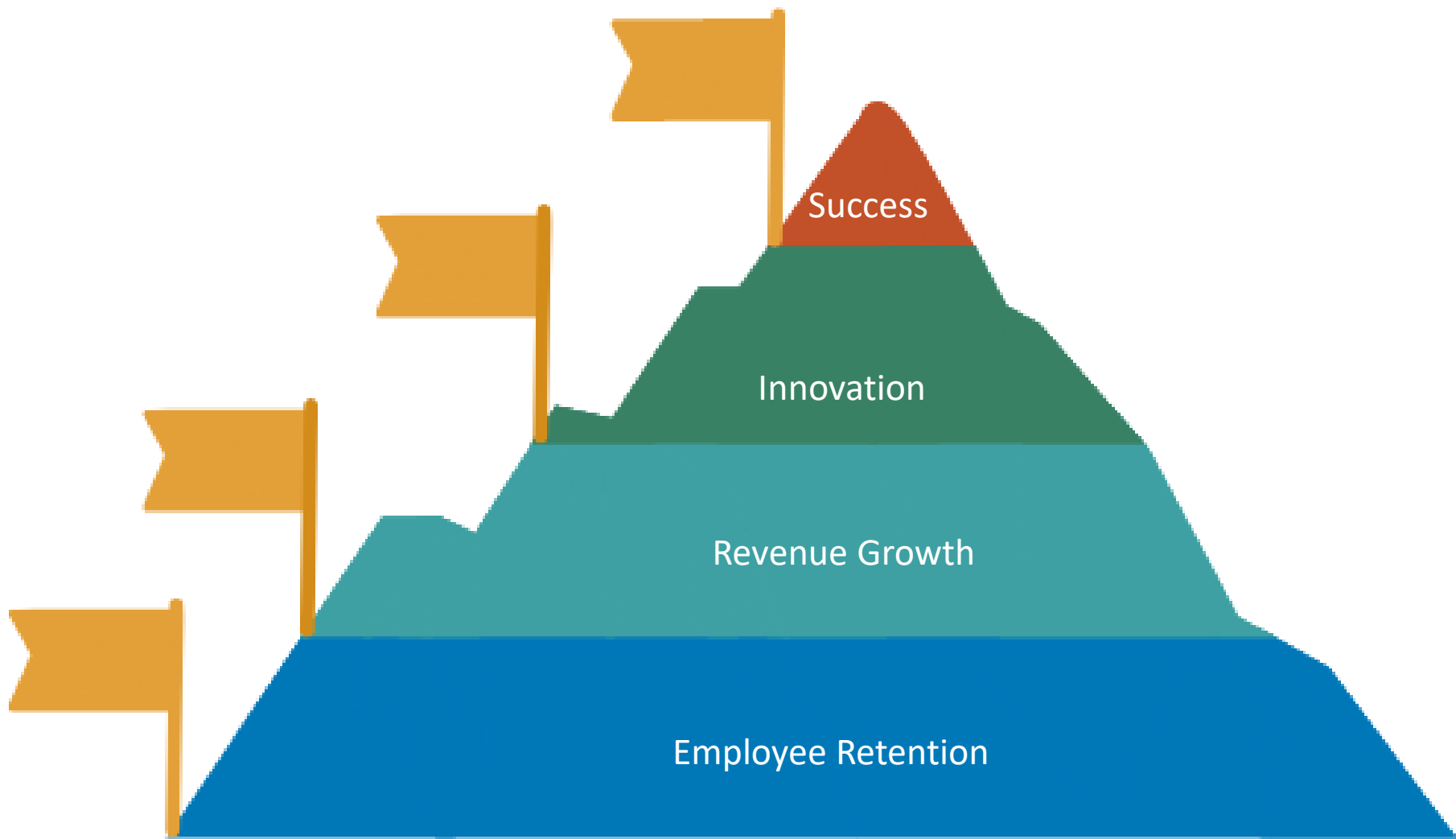
Treat people
equally/value
others'
opinions

How Do You Encourage Employee Contributions?

- **REALLY** Listen to Employees
- Be Open by Example
- Have a Safe Talk Culture
- Place Equal Value On Good and Bad Ideas
- Offer Incentives for Sharing Ideas
- Ask For Feedback During Employee Reviews



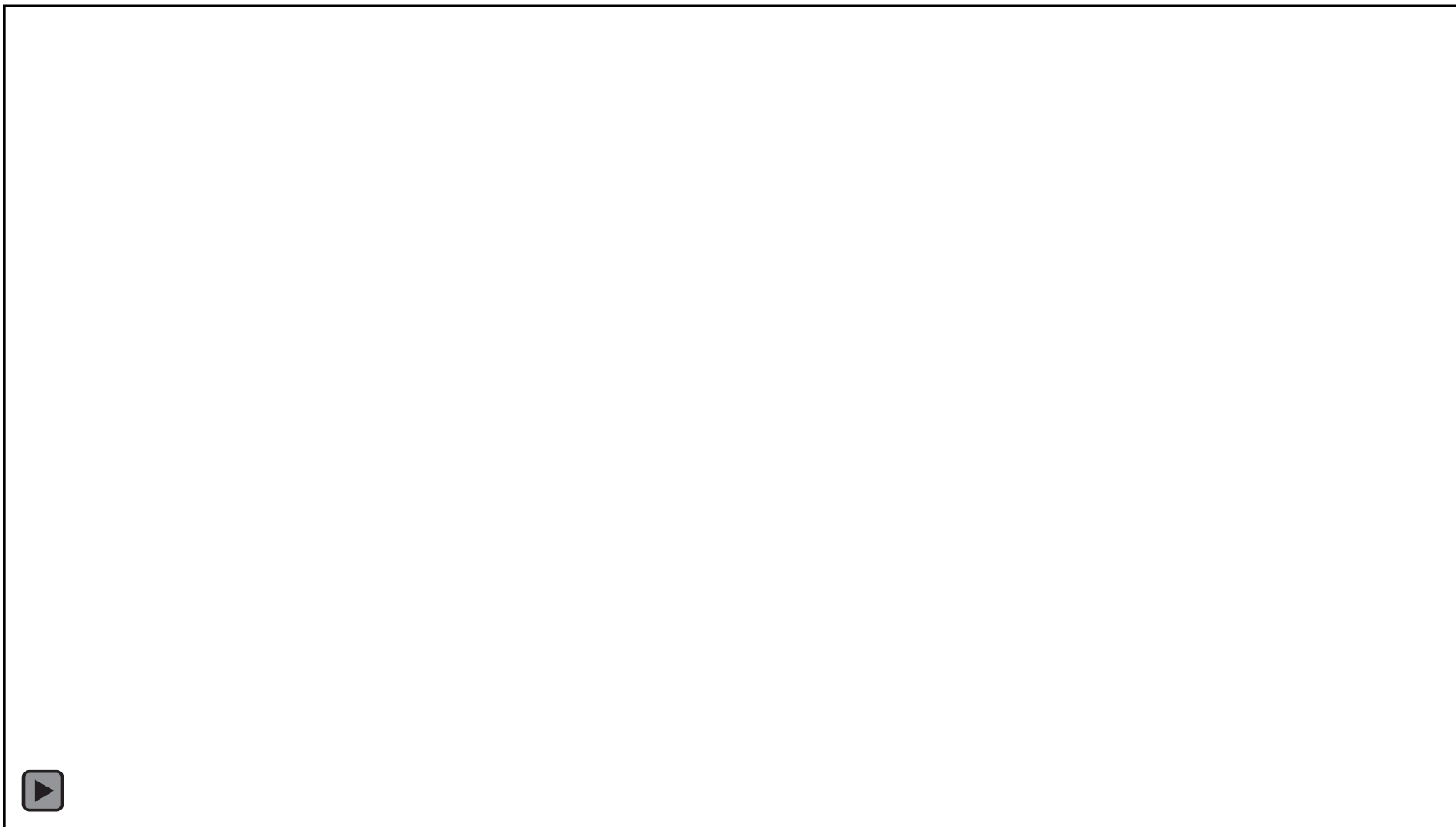
Collaboration Amongst Generations Drives Success



The greatest **danger** in times of turbulence is not the turbulence; it is to **act with yesterday's logic.**

— *Peter Drucker*

People Are People – Respect WHO They Are



Practical Application – The Benefits of Generational Diversity in Action

The Project: Rebrand Ocala/Marion County as a Destination
The Impact: Tourism in Ocala/Marion County represents a nearly \$1 billion annual economic impact.



Community Centric
Toolkit



ADA Accessibility



New product
development
projects



Incubator
opportunity for
small businesses

Power of a Great Brand

A brand is **more than just a logo**. It is how your business, product, organization, etc. is perceived from the mind of the **customer**. It reinforces how you are represented to the customer and how the customer sees themselves as part of the brand story.



Who Were We and Who Will We Become?

Ocala/Marion County's Destination Brand Has Evolved Over the Years

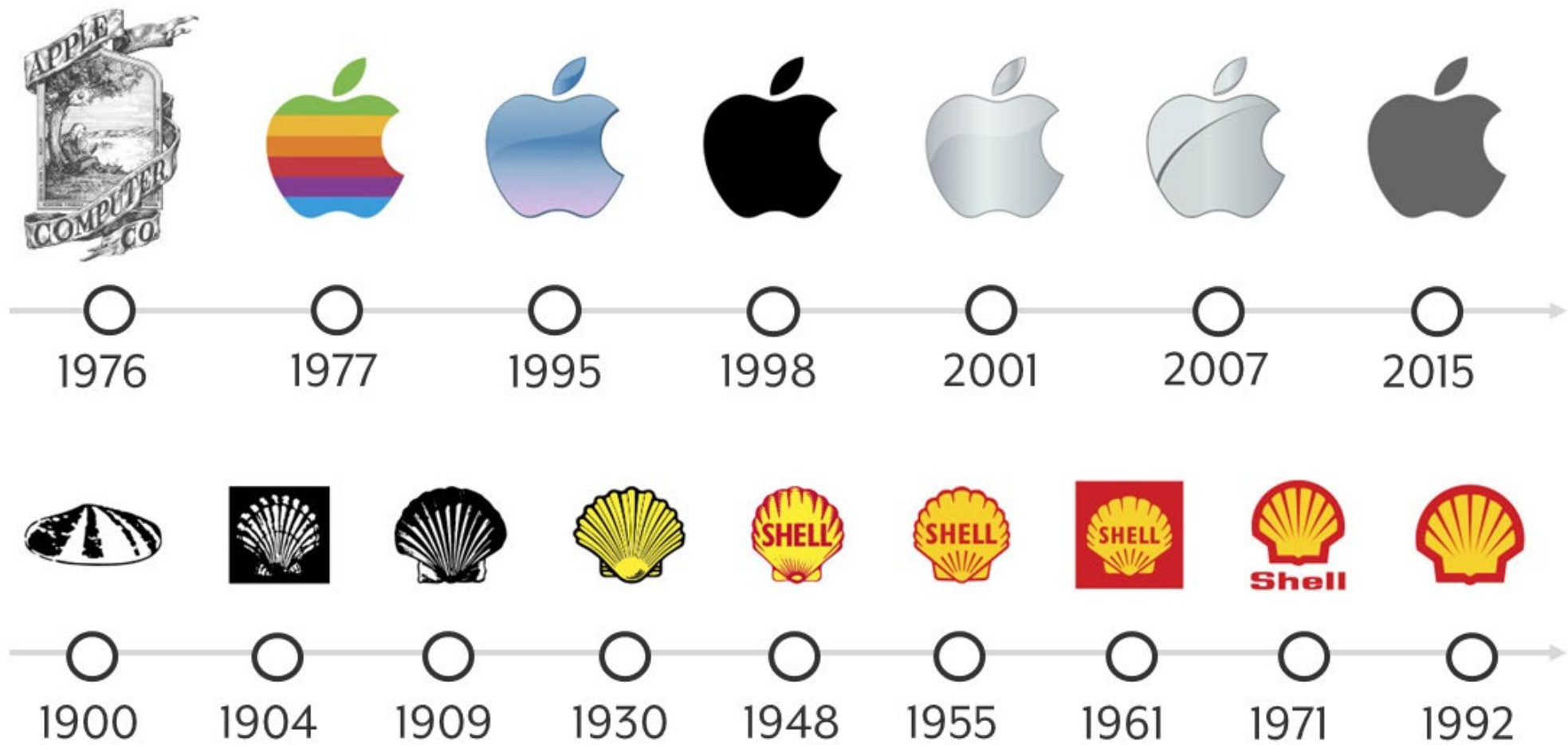
2004 - 2013



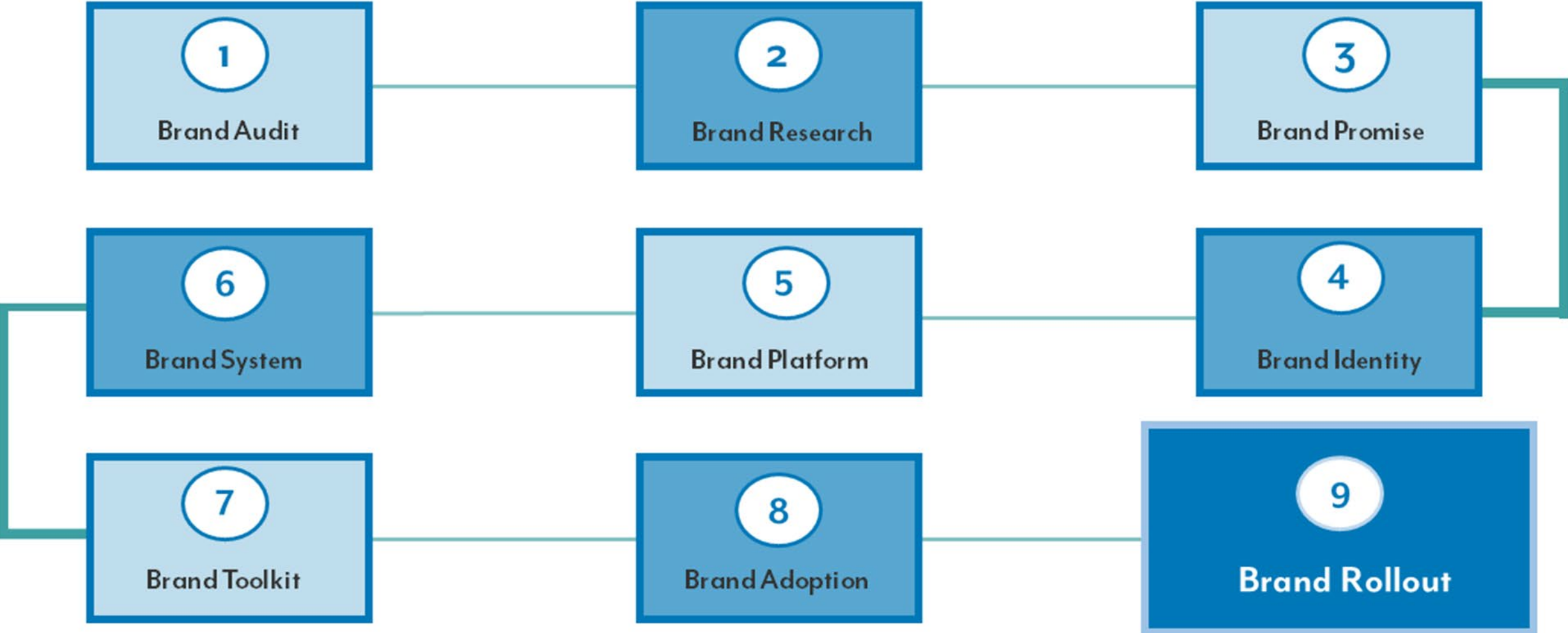
2013-2022



Successful Brand Evolutions



The Process



Brand Revitalization Project Through Multigenerational Inclusion

Leaning into our multi-generational team helped develop a diverse process that allowed us to create a new branding & logo designed to offer a clearer representation of who we are as a community & what we provide our visitors.



Brand Story



Ocala/Marion County is unlike anything you've seen or imagined. "How did I not know about this?" sums up the wonder that first-time visitors experience in Ocala and surrounding communities like Dunnellon, Belleview, McIntosh and Reddick.

From its otherworldly natural springs to the compounds of World Equestrian Center and Florida Aquatics Swimming and Training to its vibrant restaurants, quaint shops, dynamic arts and culture, and historic sites, the destination takes you by surprise in the best of ways.

Internationally renowned among equestrians, cyclists, geologists, and even the world of classic cinematography, Ocala/Marion County still feels like a hidden gem to those who aren't already insiders. And yet, when you're here, you're never an outsider. The relaxed, genuine friendliness of the county's communities makes you feel welcome wherever you go.



Brand Toolkit

SCAN HERE



Included in the Brand Toolkit:

- Brand Positioning, Competitive Positioning, USP, Brand Story
- Visual Identity Guidelines
 - Our Logo, Tagline, Sub-brands
 - Don'ts
 - Color
 - Typography
- Brand Applications
 - Website
 - Social Media
 - Merchandise
 - Business Card
- Logo Guidelines for Approved Outside Use

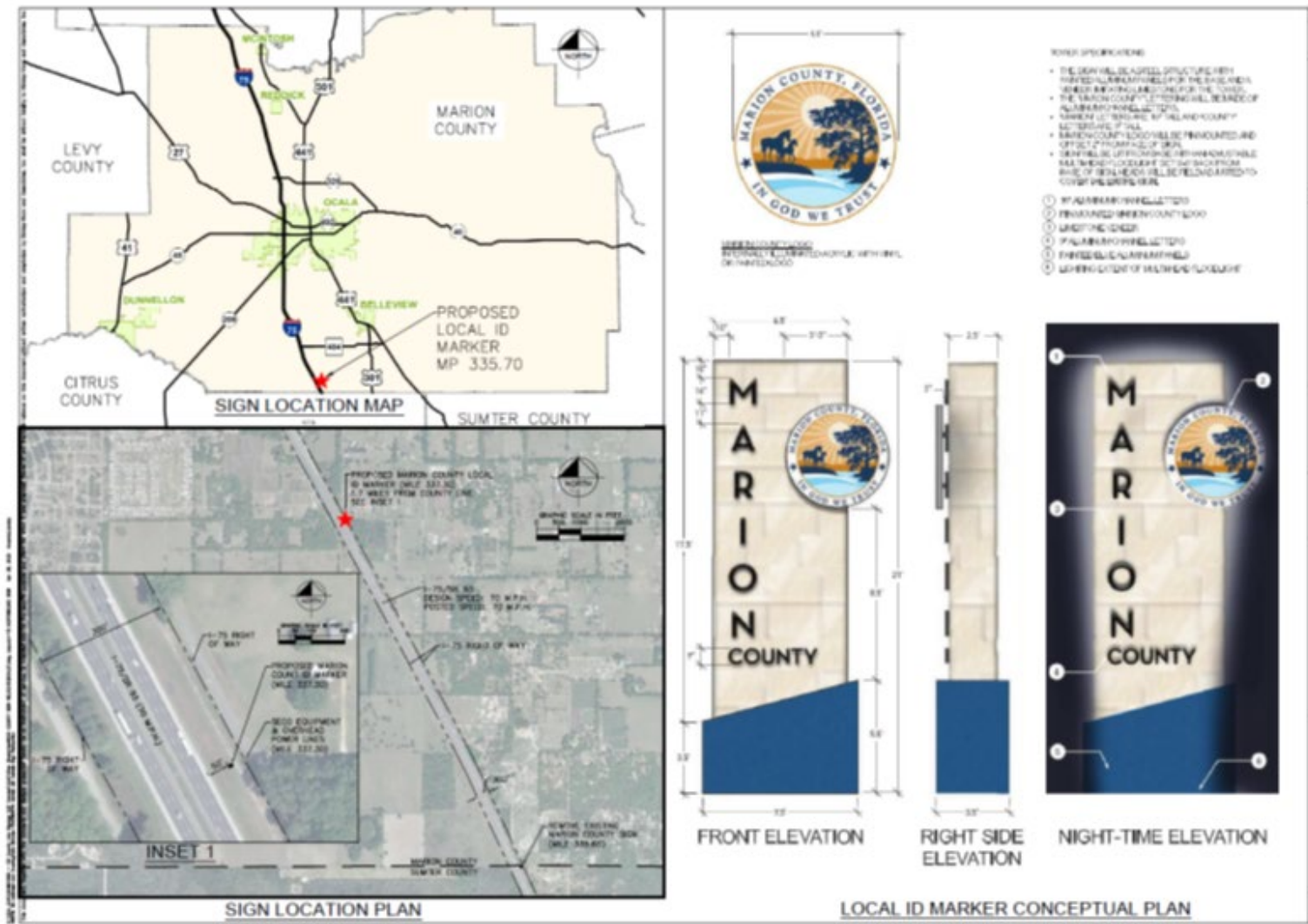
Brand Revolution – Beyond The Traditional Applications



Gateway Signage – I-75 Northbound Exit 350 – Hwy 200



County Entry Pillars – I-75



Ultimate Branding Win



“Leadership is not about titles, status, and wielding power. A leader is anyone who takes responsibility for recognizing the potential in people and ideas, and has the courage to develop that potential.”

Brené Brown



Own your multigenerational oneness.
One project at a time.
One Moment in Time.

Thank you!

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