



**THE  
EXECUTIVE  
LINK**

**THE EXECUTIVE LINK: Bridging the Gap -  
Communicating Effectively with Different  
Generations in the Workplace**

In an effort to demonstrate our commitment to providing value to our executive-level members, CMA Ontario is offering this highly informative knowledge and networking session exclusively for your peer group, regarded as **THE EXECUTIVE LINK**.

**Communicating Effectively with Different Generations in the Workplace**

There has never been another time in history when so many different generations with such divergent views of the world and disparate work philosophies have been expected to team up and work together. The companies that learn to harness differences will be the most successful and the most creative.

**Key Learning Outcomes:**

In this one hour workshop participants will better understand what drives the generations and will benefit from the following outcomes:

- Learn each generation's work ethic and sense of loyalty
- Recognize how management style has a significant impact on productivity
- Understand the influences that motivate and turn off the generations

**Who Should Attend?**

This workshop is useful to anyone who interacts with employees from a different generation than their own. Particular emphasis will be given to those who manage individuals from different generations.

**Presenter: Marni Johnson**

**Marni Johnson, President of Workplace Communication & Diversity Inc.** has had the pleasure of assisting employees in over 300 companies to communicate more effectively and work more harmoniously together. She has over 20 years of experience working in the field of cultural diversity, generational diversity and gender diversity.

**Date:**

Tuesday, September 21, 2010

**Location:**

Microsoft Dynamics Business Lounge  
70 University Avenue, Ground Floor  
Toronto, Ontario M5J 2M4  
(416) 977-7741

**Time:**

7:30 a.m. to 8:00 a.m. – Networking Breakfast (Continental)  
8:00 a.m. to 9:00 a.m. – Presentation  
9:00 a.m. – Interactive Question & Answer Session

**Cost:**

\$65.00 plus HST

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**REGISTRATION:**

To register online please visit the CMA Ontario Member Portal at <http://members.cma-ontario.org>.

To register by email or fax please complete the form below and send to Leena Rosenberg at 416-977-1365 (fax) or [rosenberg@cmaontario.org](mailto:rosenberg@cmaontario.org).

Guests (non-members) may register by email or fax by completing the form below and sending to Leena Rosenberg at 416-977-1365 (fax) or [rosenberg@cmaontario.org](mailto:rosenberg@cmaontario.org).

**CPLD:**  
2 credits

**The Executive Link: Upcoming Knowledge and Networking Events**

To register for the upcoming sessions please visit <http://tel.cma-ontario.org/#3>

TOPIC	DATE	TIME
Business Mixer – The Art of Executive Networking	Thursday, September 23, 2010	5:15 p.m. to 8:00 p.m.
Diversity in the Workplace	Wednesday, October 20, 2010	7:30 a.m. to 9:30 a.m.
Retaining High Performers through Better Career Discussions	Tuesday, November 16, 2010	7:30 a.m. to 9:30 a.m.
Keeping Pace with Change	Tuesday, December 7, 2010	7:30 a.m. to 9:30 a.m.

**REGISTRATION FORM**

Please fax or email your registration form to Leena Rosenberg, Tel :(416) 204-3140 or (800) 387-2991 ext 140, Fax (416) 977-1365, [rosenberg@cma-ontario.org](mailto:rosenberg@cma-ontario.org)

**THE EXECUTIVE LINK:**

**Bridging the Gap – September 21, 2010 – 7:30 a.m. to 9:30 a.m.  
CMA Ontario – Microsoft Dynamics Business Lounge – 70 University Avenue - Toronto**

Name: \_\_\_\_\_ I am a Member:  I am a guest (non-member):

Member #: \_\_\_\_\_ Tel: \_\_\_\_\_

Guest Name(s): \_\_\_\_\_

Credit Card (Visa/MasterCard/AMEX): \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Dietary Restrictions: \_\_\_\_\_

**No refunds for cancellations after September 14, 2010. Substitutions accepted at no charge.**

Visit [www.myCMAcommunity.com](http://www.myCMAcommunity.com) to discuss the latest business trends and share insights and best practices in management accounting with fellow Certified Members and Candidates.

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