



from
{ GEN X }
to
{ GEN AI }

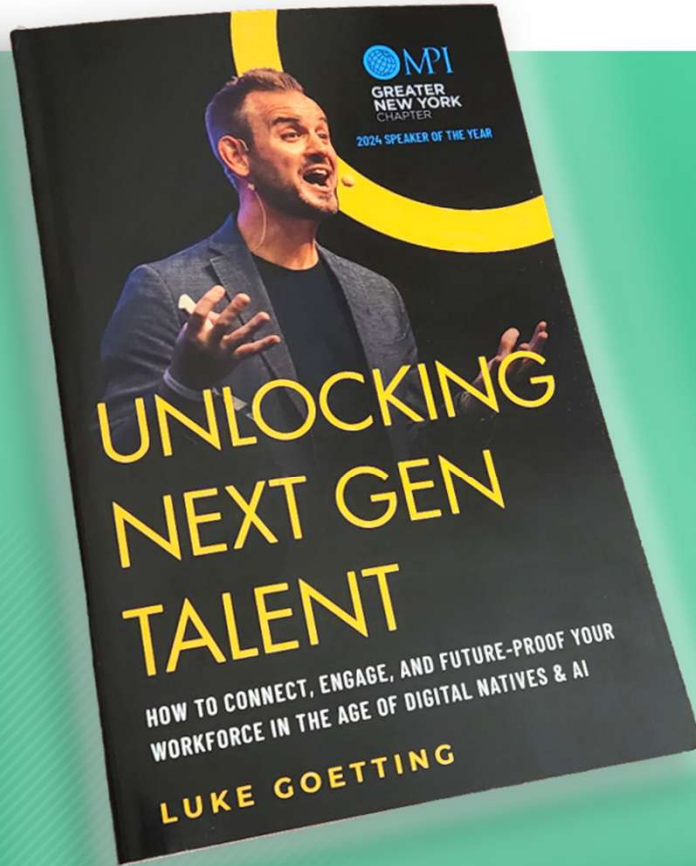
*Bridging Generations
Across Time, Tech & TikTok*





TEDx
"The Great Workplace Rewrite"

LUKE GOETTING



Thank you for checking out my Cheat Sheet! 🎉

You're welcome and encouraged to pass this along to colleagues, save it for reference, and use it inside your team.

Please don't use it for paid trainings, resell it, or repackage the content as your own — those uses are reserved.

Want to bring this to your wider organization? Let's chat!

— Luke Goetting · LTG Strategy

{ CORE 4 }

⚡ *workforce factors*

2/3



3/4
daily



Digital Natives

born 1981 - 2012





Longer Climb



2x
'80s

avg CEO

61



{ AI }





Infinite answers... *Infinite slop*



1/2
AI slop

4 *hrs/*
wk



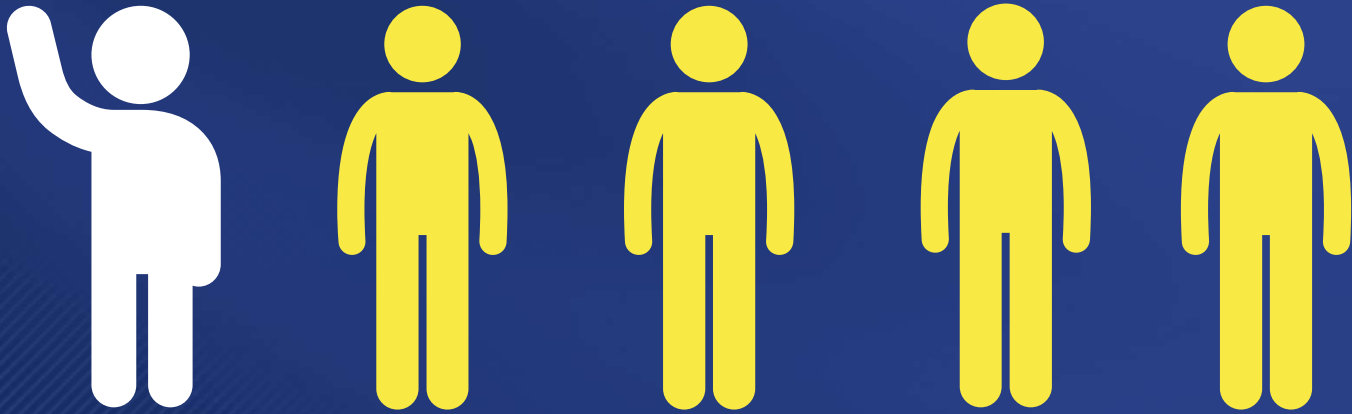


Judgment Crisis?





Judgment Crisis?



*only 1 in 5 HR leaders have a successor ready
for their most critical roles*



{ CORE 4 }

⚡ workforce factors



Digital Native Majority



Longer Climb = More Distance



Infinite Answers...Infinite Slop



Impending Judgment Crisis?





Deloitte
Insights

SPOTLIGHT ▾

The \$9 trillion knowledge exodus: How organizations can turn baby boomer retirements into a competitive advantage

A so-called 'silver tsunami' could drain decades of organizational knowledge. This five-step process can help leaders capture institutional knowledge before it walks out the door.

By **Eyal Cahana**, **Evan Siegel**

Article • 8-min read • 18 June 2026



boomer
{ 62-80 }

x
{ 46-61 }

millennial
{ 30-45 }

z
{ 14-29 }



99%

silent gen

{ 81-98 }



gen alpha

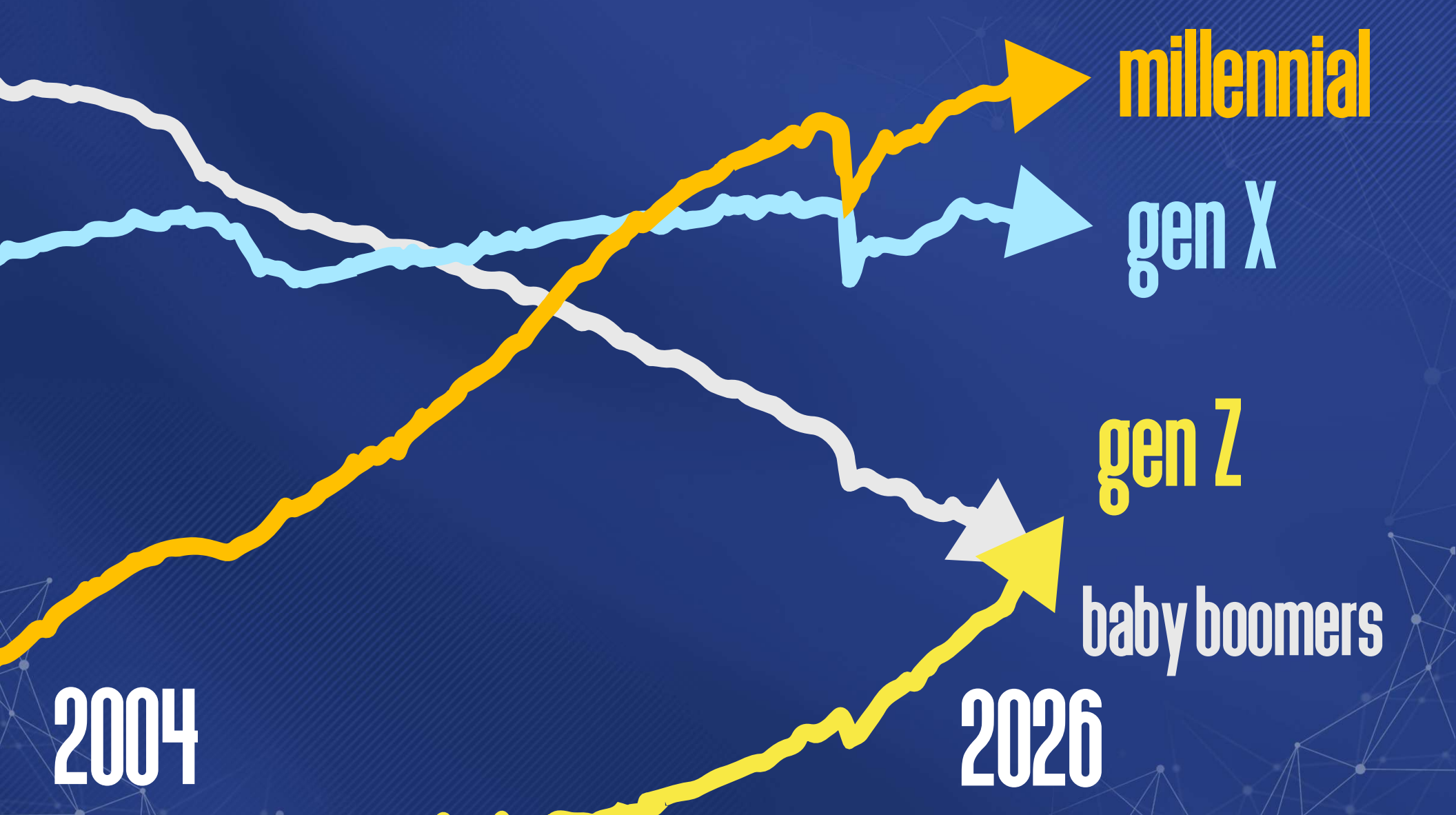
{ 2-13 }



gen beta

{ 0-1 }





millennial

gen X

gen Z

baby boomers

2004

2026



2026

{ LEADERSHIP }



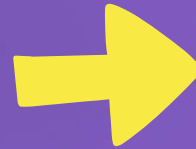
do you have a
team of followers...
or connections?

2026 **{ LEADERSHIP }** *framework*

do they know...



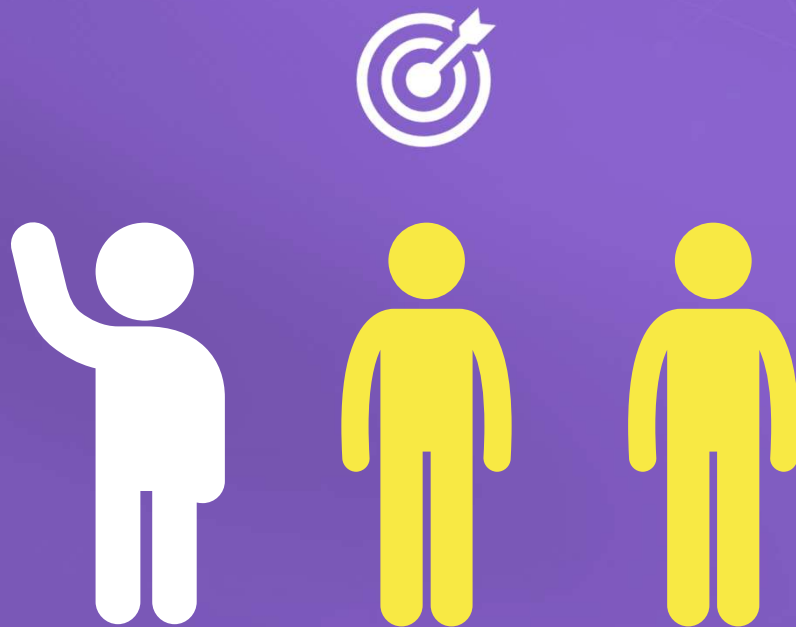
WHY



YOU



US



*only 1 in 3 employees feel strongly
connected to their organization's mission*



96-97%

*of Gen Zs and Millennials say a
sense of purpose at work
is important to their job satisfaction*





Only 1 in 4 employees say their organization has communicated a clear plan for integrating AI



3 levels of WHY

- ✓ team-level impact
- ✓ org impact
- ✓ societal impact



TED^x



I JUST HAD AN INCREDIBLE
OPPORTUNITY

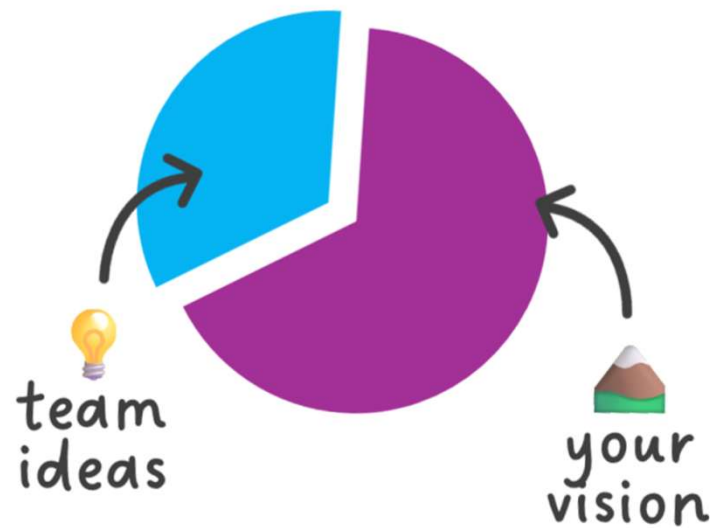
- ✓ weekly achievements
- ✓ behind-the-scenes
- ✓ tips & tricks
- ✓ customer stories
- ✓ employee spotlight
- ✓ book reccs
- ✓ reactions to industry
+ economic trends





2026 Leadership Strategy 

2/3 RULE



 LTG STRATEGY



Can your team name
one thing that changed
because of something
they said?



2026

{ COMMUNICATION }



*Is how we communicate
serving the mission –
or competing with it?*

2026
{ COMMUNICATION }
framework



EARN IT



PREVIEW IT



PLACE IT

ENGAGEMENT
SPAN 🕒



vs



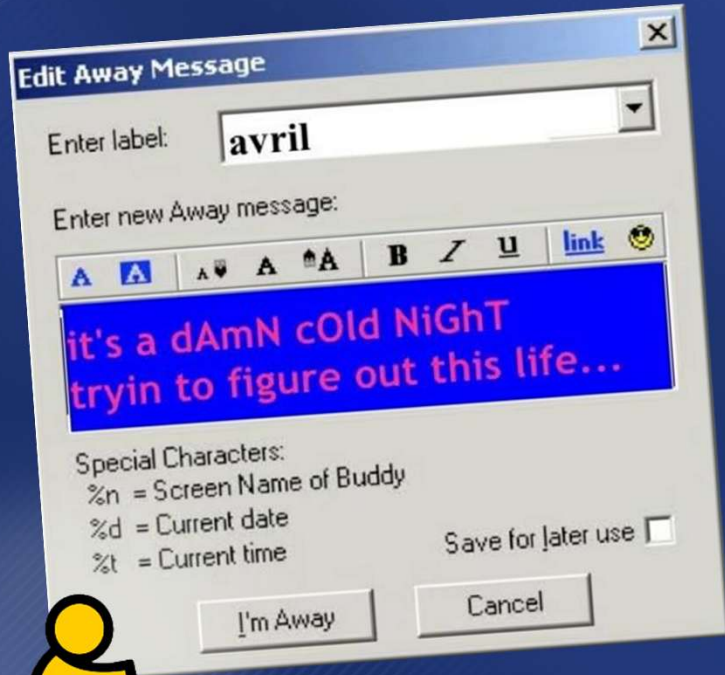
FORTNITE

DO THE EDITING



*who
what
when*





vs



THE **VIRAL** MENTALITY

"I don't want to hear the Teams ringtone and then hop on a call and jump right into that conversation. I want an email 2-3 days in advance."

GIVE
THEM 
THE RUNWAY



Taylor

meetings
PEOPLE + PLACES TODAY



**GIVE
THEM
THE RUNWAY**



**DON'T
DEFAULT**



✓ proactive

✓ efficient

vs

✗ intrusive

✗ anxiety-inducing



do you have
availability to
talk about...?



✓ efficient
✓ multi-tasking

vs

✗ distracting
✗ hard-to-track

3-5
message
rule



✓ same page
✓ read the room

vs

✗ why?
✗ actual work





2026

{ SECRET SAUCE }

*what's your org's
secret sauce?*

*are you feeding
or forgetting it?*





2026

{ SECRET SAUCE }

framework



TASTE



SPILL



SCALE



identify & incentivize



knowledge royalties



expert spotlight



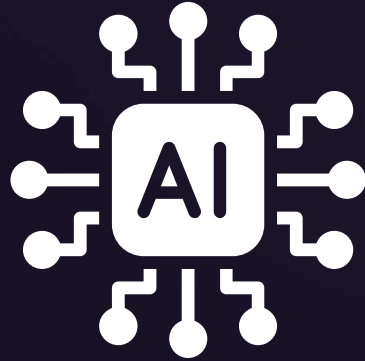
liberation days

recent training?

44%

AI for L&D?

79%



(default)

access to mentor?

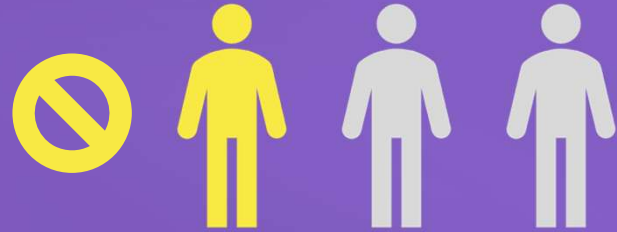
43%

career advice?

72%



{CO} MENTORING



story
time

group mentoring

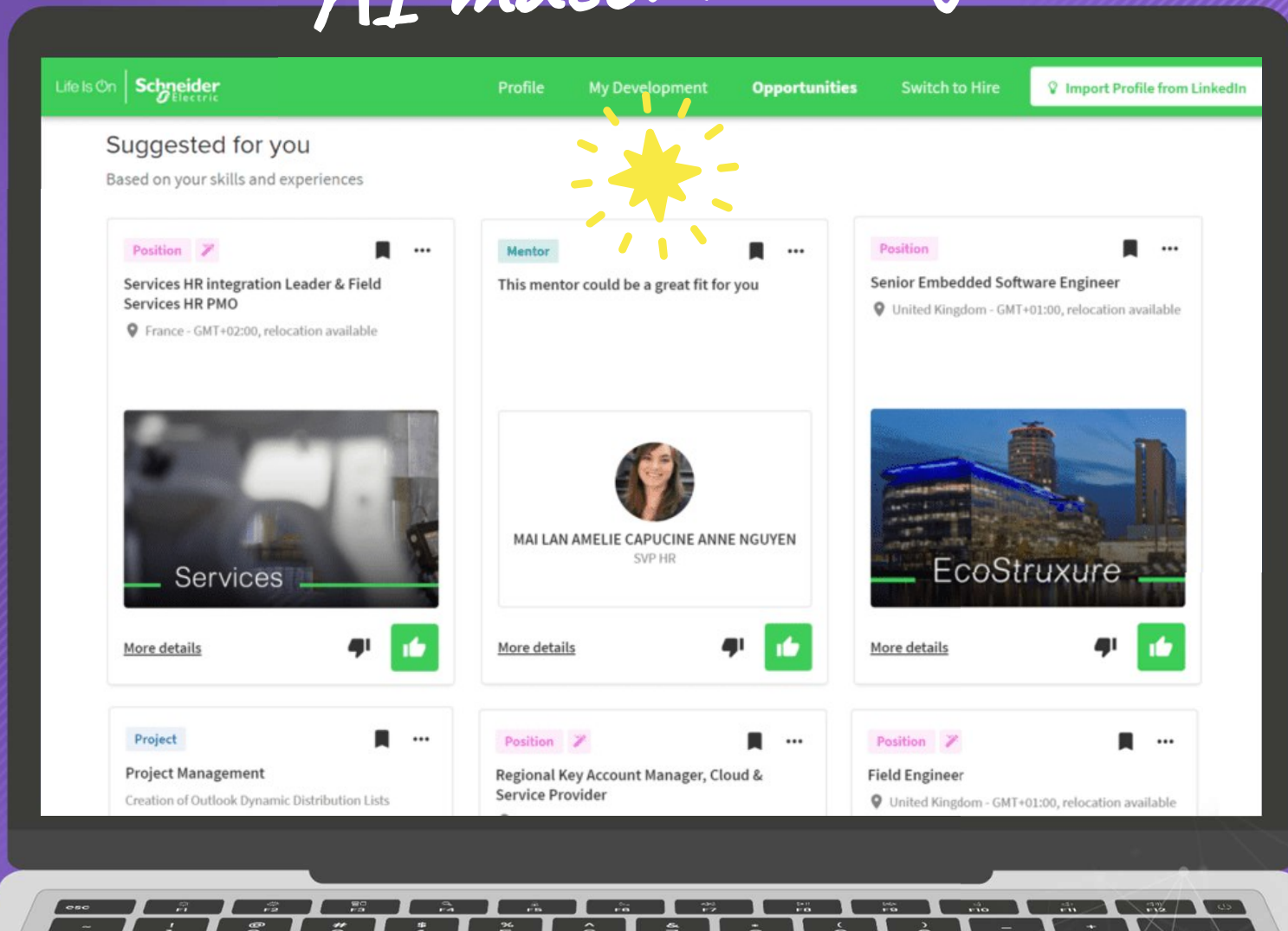


story
time

skills marketplace



AI matchmaking



but...



internal

<10%



 ChatGPT

 Gemini

 Copilot

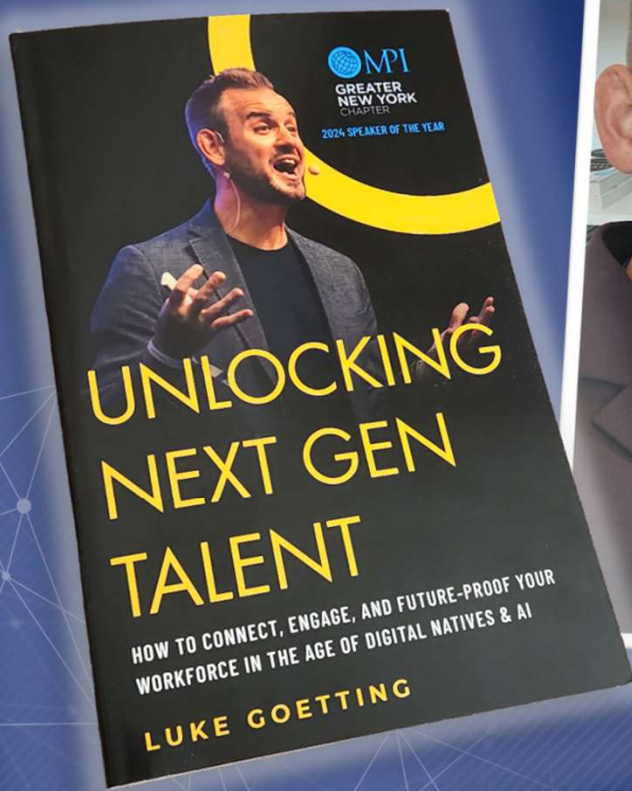
infinite slop...

CONVERSATION CAPTURE





*“The Future of Work is about
more than technology.
It’s about evolving how we
lead and connect with our
fellow humans.”*



amazon



adaptation!



Luke Talks!

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Leaders + Next-Gen Talent 🚀 | ✓TE...



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THANK YOU!