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Becoming a Genfluencer in Healthcare: Bridging the Four-Generation Workforce Divide to Build Stronger Teams

OBJECTIVES:

- Identify key characteristics and workplace motivators of each generation
- Distinguish between generational myths and evidence-based truths
- Apply the Control + Alt + Lead framework to multigenerational teams
- Implement actionable strategies to reduce generational friction
- Develop Genfluencer skills to bridge divides and build team strength

MEETING INFORMATION:

Date: Thursday, 6 November 2025

Time: 1:00-2:00pm EDT

Location: Webinar



CLICK HERE
or scan the QR code to register

FACULTY:



KATHERINE A. MEESE
PhD

CEO, HuMargin Group
Nashville, TN

With fifteen years of experience in healthcare management, leadership, and research, Dr. Meese is an award-winning scholar and author in the field of organizational behavior. Most importantly, she is on a mission to use science to help healthcare leaders keep their people and keep them well. She currently serves as the CEO of HuMargin group, which takes a scientific approach to help healthcare organizations solve their complex human challenges through analytics, research, and training.

Dr. Meese has published numerous peer-reviewed journal articles and has served as a co-investigator and evaluator on multi-million-dollar grants. She has co-authored two textbooks on organizational behavior in healthcare that are used in over 160 schools across the country, as well as The Human Margin: Building the Foundations of Trust with Quint Studer.

Dr. Meese also has deep experience in curriculum design and teaches and mentors graduate, doctoral, and executive students at the University of Alabama at Birmingham (UAB) Department of Health Services Administration, home to the U.S. News and World Report #1 ranked MSHA program. She also serves as an advisory board member for Belmont University Frist College of Medicine Collaborative for Health Systems Innovation.

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*The CPE activity application for Becoming a Genfluencer in Healthcare: Bridging the Four-Generation Workforce Divide to Build Stronger Teams is pending CDR review and approval for 1 CPEU.

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