

This brochure is most easily viewed if you'll set your "View" to "one-page" or "full-page".

Thanks. And Welcome.

**Here's what you're in for
when you work with Chuck Underwood:**

***THE NATION'S MOST
HIGHLY-EVALUATED SPEAKER***

***WITH THE MOST
HIGHLY-EVALUATED
DENTAL-INDUSTRY KEYNOTE AND
LONGER-FORMAT TRAINING***

Period.

***"One of the best seminars I have attended
in the past 30 years of dentistry."***

Tennessee Dental Association Annual Conference



***"It was the most relevant presentation
I have heard on the topic."***

Ohio Dental Association

**His training encompasses all aspects of
Human Resources, Marketing, Patient Care,
and More**

CLIENT EVALUATION

California Dental Association

Half-day seminar: Generational Marketing Strategy
National Conference of State Dental Associations
Sacramento, California

Hello Chuck:

I have received numerous compliments about your presentation since the event. I received not one complaint or negative remark. I heard things like:

- ***Best presentation on generational marketing that I have ever heard.***
- ***Chuck sure knows his topic and was well informed.***
- ***It is obvious that Mr. Underwood has taken a great deal of time doing research.***
- ***Several CDA members who were in attendance stated that CDA should have you speak at other CDA events and stated that they were going to recommend you for that purpose.***
- ***Fantastic.***
- ***A few other states in attendance inquired about your fees and appeared interested in having you speak at one of their events.***
- ***During your presentation I observed most people taking copious notes the entire time. I think that, in and of itself, is an indication that your presentation was enjoyed and found to be full of good information.***

Elayne Sandusky

Endorsed Programs Manager - California Dental Association

SOUTH DAKOTA DENTAL ASSOCIATION

Annual Conference

Generational Human Resources Strategies



That's Chuck up front, keynoting, and later presenting a breakout session, to 500 dentists and their staffers at the South Dakota Dental Association's Annual Conference. Chuck spoke on Generational Human Resource Strategies, addressing a very significant problem in dentistry today.

Chuck, Thank you for your wonderful presentation.

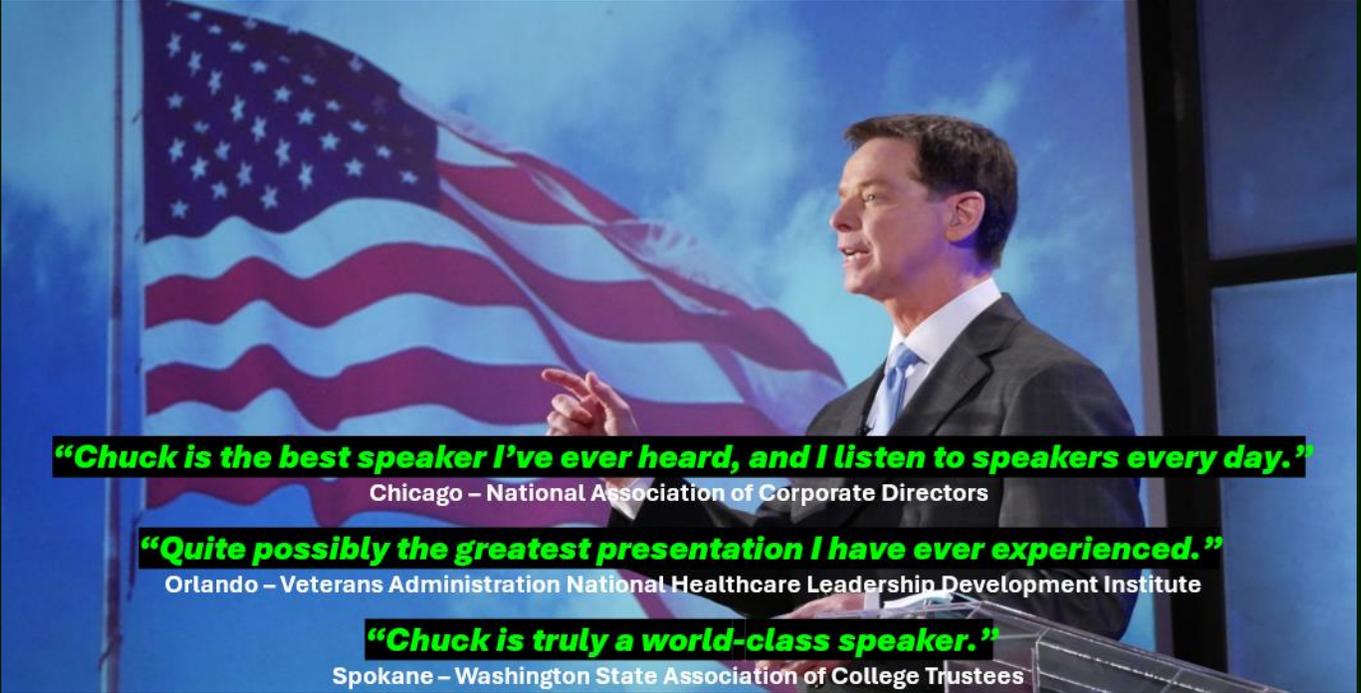
Your years of research, your depth of understanding, and your ability to present the subject in such an interesting way produced one heck of a memorable class.

I run a dental office here in Rapid City. I have 35 team members and trying to understand 4-5 generations of thinking is sometimes a struggle.

But more so... trying to get everyone to work together to foster an amazing environment.

Thanks again for the wonderful presentation.

Participant



“Chuck is the best speaker I’ve ever heard, and I listen to speakers every day.”

Chicago – National Association of Corporate Directors

“Quite possibly the greatest presentation I have ever experienced.”

Orlando – Veterans Administration National Healthcare Leadership Development Institute

“Chuck is truly a world-class speaker.”

Spokane – Washington State Association of College Trustees

TENNESSEE DENTAL ASSOCIATION

Annual Dental Health Workshop

Generational Marketplace & Workplace Strategies

Nashville.

Attendance: 300 dentists and staff members.

	YES	NO
Was this time well-spent?	70	-

	YES	NO
Will you be able to make immediate use of the methods presented to improve your practice/career?	58	3

	EXCELLENT	VERY GOOD	GOOD	FAIR	POOR
Overall Rating Of Program	56	11	4	-	-

	HIGHLY RECOMMEND	RECOMMEND	NO
To what extent do you recommend this course to other professionals?	45	24	1

National Conference of 26 State Dental Associations

Half-day seminar– La Jolla, CA

DENTAL ASSOCIATION MEMBERSHIP STRATEGY

- ***Fantastic.***
- ***A few other states in attendance inquired about your fees and appeared interested in having you speak at one of their events.***
- ***Several CDA members who were in attendance stated that CDA should have you speak at other CDA events and stated that they were going to recommend you for that purpose.***
- ***Mr. Underwood sure knows his topic and was well informed.***
- ***Best presentation on generational marketing that I have ever heard.***
- ***It is obvious that Mr. Underwood has taken a great deal of time doing research.***

***The New And Essential
Strategies To Propel
Every Single Dental
Practice
Into The 2030s***

from simply... *The Best*

Chuck Underwood

Founder/Principal - The Generational Imperative, Inc. (Ohio)



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www.genimperative.com

GENERATIONAL STRATEGIES for DENTISTRY

Executive Summary

America's dental practices now recognize the significant generational differences regarding employee performance, patient preferences, and marketing strategies.

But these dynamics change every 5 to 10 years. How CURRENT are you?

Two fundamental truths, well-documented by formal research, will help to explain the power and *influence* of generational attitudes:

TRUTH # 1: Between birth and roughly age 20, we all form most of the core values and beliefs that we'll embrace our *entire lives*. What we *experience* during that window of time... and what we are *taught*... will largely dictate our value system *for life*. Those people who share the same formative years' times and teachings will mold the same basic value system and thus become... a *generation*.

TRUTH # 2: Our core values determine our attitudes. Our attitudes guide our career decisions, consumer choices, lifestyle preferences.

Chuck Underwood helps you to understand the unique values - from one generation to the next - that drive their unique decisions. He applies his expertise in these crucial dental-practice disciplines:

1. **Generational Workforce Management And Leadership Strategy.**

How to recruit, onboard, train, manage, and retain the best employees from each generation, maximize their productivity, harmony, and teamwork. How to lead and motivate.

2. **Generational Patient Care Strategy.**

Understanding the generational differences regarding patient attitudes, preferences, needs, and expectations for treatment and care.

3. **Generational Marketing And Communications Strategy.**

Understanding generational values and influences in order to successfully connect with target customers in the marketplace by applying generational strategy in: consumer research; development of services, products, physical facilities, and brand; marketing; advertising; internal and external communications.

WHO /S THIS GUY!!!??



San Diego: for a 2nd consecutive year, Chuck's keynote opens the national conference of the Association Of Community College Trustees. His content and his style always set a conference mood of full audience inclusion, which is ideal for an opening keynote.

- **Chuck Underwood is the founder and principal of Ohio-based The Generational Imperative, Inc., a generational business consultancy.**
- **He is also one of the “Lightning-Bolt-Six” scholars who actually created and then popularized the discipline of Generational Study.**
- **He trains American business, government, education, religion, and all other sectors that involve PEOPLE in a long list of generational strategies. Nearly forty years of research and application.**
- **His book – *America’s Generations In The Workplace, Marketplace, And Living Room* – is the most comprehensive presentation of generational strategies ever published.**
- **And he is the host of the PBS national-television series, *America’s Generations With Chuck Underwood*, the first such series in the history of national television.**
- **He is formally trained in qualitative research methodology and focus-group moderating and conducts generational research for his clients.**
- **Chuck had spent his earlier career in the mass media of radio and television, first as an award-winning broadcast journalist and national sports play-by-play announcer, and then as a creator and producer of original programming.**

A FEW OF CHUCK'S HEALTHCARE CLIENTS

26 State Dental Associations (nat'l conference)	VA Hospital - Milwaukee
Ohio Dental Association	VA Hospital - Pittsburgh
Ohio Young Dentists Association	VA Hospital - Loma Linda
South Dakota Dental Association	South Dakota Nurses Assn
California Dental Association	VA Hospitals - Gulf Coast
Delta Dental Insurance	VA Hospital - Cleveland
Medical Group Management Assoc./Minnesota	VA Hospital – Bronx, NY
Medical Group Management Assoc./Louisville	VA Hospital – Columbus
Ohio Hospital Association	VA Hospital – 13 Regional
Society for Healthcare Strategy & Market Dvlpmt.	VA Hospital – Chillicothe
Ontario Nurses Association	VA Hospital – Coatesville
South Dakota Nursing Association	VA Hospital – Kansas City
TLC Vision/Eye Care	VA Hospitals – Northern CA
National Association of Home Care & Hospice	VA Hospital – Columbia
HCF Mgmt. (assisted-living communities)	VA Leadership Institutes- 9
Liberty Lutheran Services (assisted living)	VA Nat'l Leadership Instit.
Nat'l Certification Council/Activity Professionals	VA Recruitment/Retention
St. Alexius Hospital - Chicago	VA National Interns Conf.
Beaumont Hospitals - Detroit	VA National Social Work
Bronson Healthcare Group (MI)	VA National Caregivers
St. Mary's Health Care (MI)	VA Hospital - Dayton
Blanchard Valley Health System (OH)	Georgia Hospital Assn
Healthcare Assn. of New York State	South Carolina Hospital Assn

Mental and Behavioral Health

Mental Health Corporations of America
Alexian Brothers Behavioral Health Hospital, Chicago
Cleveland VA Medical Center (three times)
VA Northern California System of Hospitals and Clinics
Joint Commission Resources National Conference On Behavioral Health
Southwest Studies Mental Health (AZ)
La Frontera Mental Health (AZ)
Hamilton Center Mental Health (IN)
Pittsburgh VA Medical Center
VA Gulf Coast System of Hospitals and Clinics
East Texas Behavioral Health Network
Texas Council of MHMR Centers

CHUCK CREATES WORLD'S FIRST TRAINING IN GENERATIONAL BEHAVIORAL HEALTH CARE STRATEGY



Working with this Counseling team at the U.S. Navy's installation In Naples, Italy, Chuck developed the world's first training program for psychiatrists, psychologists, social workers, and others in Generational Behavioral Health Care Strategy.

This presenter could have presented the entire two days and I would have been thrilled.

**Chicago – National Behavioral Health Conference
hosted by The Joint Commission**

I learned how important generational differences are to holistic, complete patient care.

San Francisco – VA Behavioral Health clinicians

Best training I've ever had at LFC. Amazing presentation; great practical value. Will use this in supervising the Millennials and Boomers on my team.

Phoenix – La Frontera Centers For Mental Health

***In any industry,
Chuck Underwood is the best...***

“Chuck is truly a World-Class presenter. What a marvelous session. My favorite of all our Keynotes, by a wide margin.”

Spokane - Washington State Association Of College Trustees



FROM COLLEGE STUDENTS AROUND THE NATION

"Jaw dropping, so enlightening."

"Fascinating."

"Makes so much sense now."

***"Mr. Underwood is the real deal and
passionate about his work.
I really admire that."***

***"I honestly love
how much he enjoyed our questions."***

***"My favorite part was when he answered our
questions on the fly."***

***"Underwood's presentation was phenomenal!
He spoke to the professionals in the audience
as well as us students. Everyone in the
audience could relate to what he was
speaking about. He spoke in layman's terms
instead of using heavy professional lingo."***

ONE AMERICA. FIVE GENERATIONS.

SILENTS

Born 1927 – 1945. Current age in 2026 is 81 to 99.

Overlooked and under-appreciated. Came of age deferring to the more assertive G. I. Generation. Our country's Last Innocent Generation. Went through their formative years during a time of suffocating conformity, but also during the postwar happy days.

Its Organization Men pledged loyalty to the corporation.

Its women wonder "What if?"

Excelled in the helping professions.

BOOMERS

Born 1946 – 1964. Current age in 2026 is 62 to 80.

Career-driven. Ethical. Idealistic. The Golden Generation in the American workplace. Assertive. Leaders. Demanding.

Struggled with divorce and parenting. We'll be a Boomer Nation in the 2010s and 2020s: the first generational leadership era in U. S. history to be multi-ethnic and multi-gender.

Gen X

Born 1965 – 1981. Current age in 2026 is 45 to 61.

The latch-key kids grew up street-smart but isolated, often with divorced or time-starved, dual-career parents. Entrepreneurial. Independent. Creative. Career "free agents". Government and big business mean little to them; feel disempowered and disengaged. Eager to make marriage work and "be there" for their children. Just now arriving at "leadership age".

MILLENNIALS

Born: 1982 – 2000. Current age in 2026 is 26 to 44.

Came of age optimistic, idealistic, patriotic, and over-adult-supervised. Dominated by the Tech Revolution, which is good and bad. Revere the wisdom of elders. Team players. Redefining life in one's 20s – “extended adolescence”. Delaying marriage and parenthood.

They will become a strong career generation.

Like Boomers, they want to save the world.

Gen Z

Born: 2001–2007 so far. Age in 2026 is 18 to 25.

“The Covid Kids”.

There is inaccurate information “out there” about them. Chuck has been studying them since they began to arrive on the planet and will clarify.

They've grown up in an unimpressive America.

They're arriving in the workplace with covid-damaged basic skills that employers must now eradicate with never-before training.

Their values are different. Managers MIUST understand this.

**ADDITIONAL AUDIENCE
EVALUATIONS, IF
NEEDED...**

NATIONAL ASSOC. OF HOME CARE & HOSPICE

Generational Marketing Strategy

Annual Conference Scottsdale, AZ Attendance: 300

Dear Chuck, Congratulations on your stellar score (98.1 out of 100, highest of all presenters and all sessions). Thanks again for doing a great job.

**Mitch Opalski
Chief Operating Officer – NAHC**

“Chuck, I thought your speech literally ‘made’ our meeting. It goes without saying your speech was well-received, but your presentation was equally good. You did a great job of integrating photos and other graphics, which greatly strengthened your overall presentation. You also made excellent use of humor.”

Val J. Halamandaris, President – NAHC

***The most exciting,
interesting, thought-
provoking, and enjoyable
presentation that I have
had the pleasure to
experience.***

Louisville – United States Army/Morale, Welfare, And Recreation

***Best session I've ever attended at
ANY conference - awesome!
Captivating!***

Chicago – Council For The Advancement And Support Of Higher Education

***His passion caught me off-guard and
really touched me.***

Washington, DC - National Association Of Corporate Directors/Capital Area Chapter

IN WASHINGTON, CHUCK KEYNOTES TO 1,100 CORPORATE BOARD DIRECTORS AT THE NATIONAL LEADERSHIP CONFERENCE OF THE NATIONAL ASSOCIATION OF CORPORATE DIRECTORS

“The highest-evaluated speech in NACD history”

“I must say, I was blown away, as was everyone else who heard him.”

“Most of us will talk about this one for a long time.”

“Stunning.”

“Fascinating, relevant, and well presented.”

“Outstanding presentation! Relevant information I can apply to my organization immediately.”

© durul dalkanat

***The best I have ever heard on this
topic.***

Washington, DC – Dept. of Veteran Affairs National Healthcare Leadership Institute

***“I have never seen an audience so
attentive. No one left early. The
questions were great. In fact I wasn’t
sure they would leave at all.”***

Atlanta - National Association of Corporate Directors - Atlanta Chapter

“Better than excellent.”

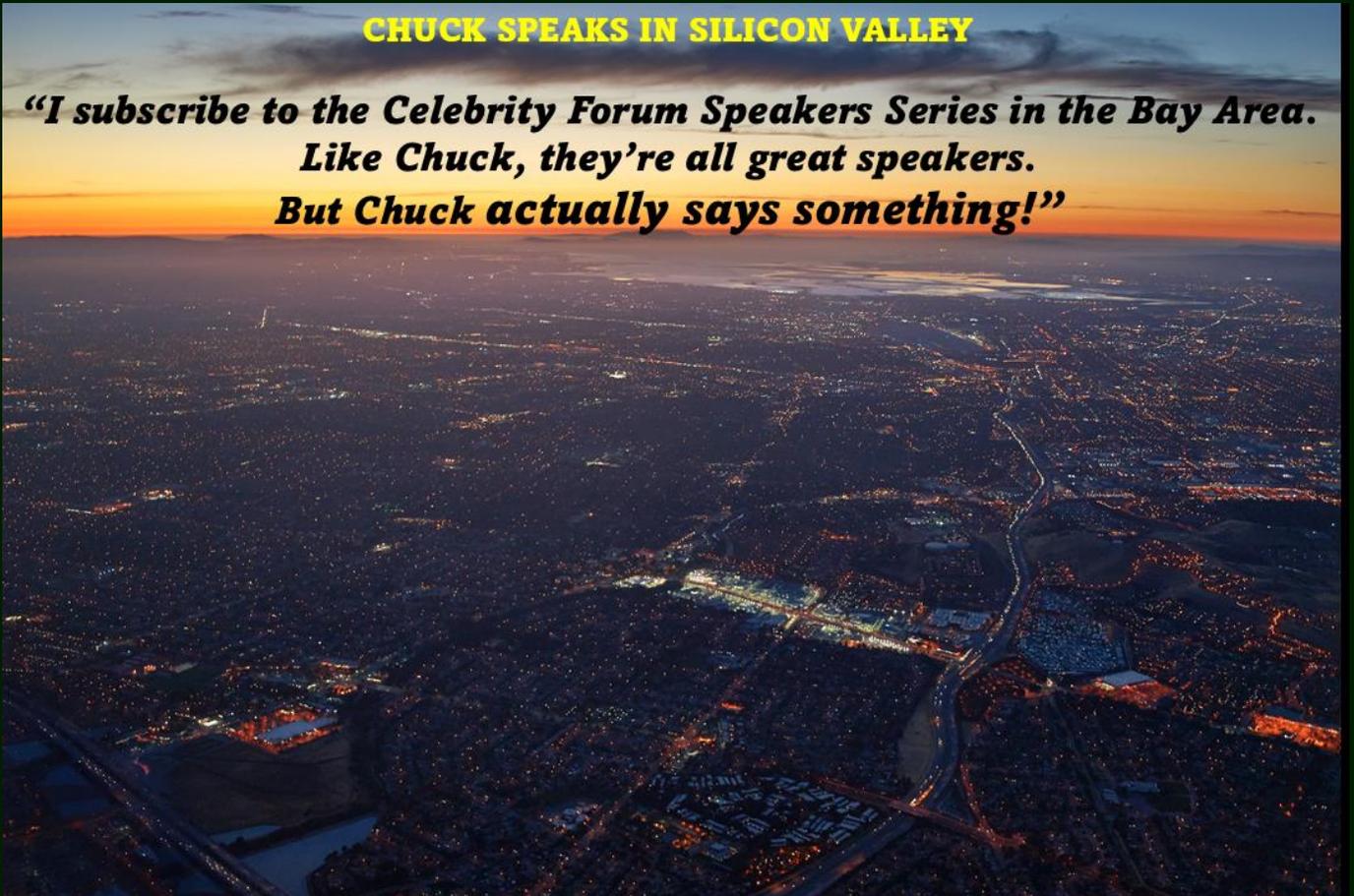
Denver – Longmont Community Foundation

***“We had rave reviews
from your presentation, Chuck.
Folks are still talking about it.”***

Medical Group Management Association - Louisville Chapter

CHUCK SPEAKS IN SILICON VALLEY

***“I subscribe to the Celebrity Forum Speakers Series in the Bay Area.
Like Chuck, they’re all great speakers.
But Chuck actually says something!”***



***"I really appreciate how sensitively
Chuck handled tricky topics like
racism and female denigration."***

Salt Lake City

Paid-Admission Seminar: Generational Leadership Ethics

***"I could listen to him all day.
I mean ALL DAY!!"***

North Carolina State University - Shelton Leadership Forum



Photo is from the taping of his 7th PBS national-television Special

"One of the most relevant presentations I've experienced in a long time. I immediately began sharing its profound value with directors and management teams within my sphere of influence."

**Los Angeles – National Association of Corporate Directors
Southern California Chapter**

***"Awesome job, Chuck!
Everyone was buzzing
about how great the day was."***

Camden, NJ – Campbell Soup Company

***"Chuck, your presentation was
outstanding! Everyone was talking
about it all day! Your message will
be invaluable to Macy's!"***

New York City – Macy's, Inc.

***"The most exciting, interesting,
thought-provoking, and enjoyable
presentation that I have had the
pleasure to experience."***

**Louisville – United States Army/Morale, Welfare, And Recreation
Leadership Conference**



"I am BLOWN AWAY, as was everyone else who heard him."

**Washington, D.C. - National Leadership Conference
National Association Of Corporate Directors
Audience of 1,300**

FROM COAST TO COAST... THEY WRITE:

***Mr. Underwood was, in one word,
perfect.***

**Cleveland – Veterans Healthcare Administration
Leadership Development Institute**

***I've seen several workshops like
this. Chuck's is the best I've
seen to date.***

Seattle - Mental Health Corporations Of America

***The best distinction of the
different generations I've learned
and seen.***

Stevenson, WA - National Rural Transit Conference

Stunningly useful information.

Washington, D. C. - National Association Of Corporate Directors annual conference

***“I have read much on
generational behaviors and
attended other sessions; this
was truly the best.”***

New York - Healthcare Association of New York State

CHUCK UNDERWOOD IN EUROPE

"I heard this gentleman speak at the European Command Quality Of Life Conference in Garmisch. He was the star of the entire conference, and his presentation was truly the hit of the week. His topic is beautifully presented. He had everyone thinking and laughing, and really struck some interesting chords for the entire audience..."

Garmisch, Germany – European Command Quality Of Life Conference

"Chuck, it was an honor and our pleasure to have you at the conference. The buzz around the base after your presentations was very positive."

**Admiral Mark Fitzgerald – Command Navy Region Europe/Africa/SW Asia
Commander's Symposium - Naples, Italy**



In nine locations around Europe, Chuck trained U.S. military personnel in Generational Leadership Strategies. Above, in Naples, Italy.

CHUCK UNDERWOOD IN CANADA

***"One of the best talks I've ever heard.
Fascinating.***

"So much to take away from this."

Toronto – Canadian Association of Credit Counselling Services

"Awesome!!! I'm reading his book."

Toronto – Canadian Association of Credit Counselling Services

***"Great audience connection. Great eye
contact. Spoke from the heart. Good
sense of humour. The content seemed to
resonate. Spot on."***

Toronto – Canadian Association of Credit Counselling Services



This photo is at the taping of Chuck's 7th PBS national-television Special.

***“Underwood –
Totally
Outstanding!!”***

Anaheim – Operation Lifesaver National Conference

To book "the best",

please contact Chuck Underwood in Ohio:

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