A row of white paper cutouts of people holding hands, arranged on a wooden surface. The cutouts are simple, stylized figures. The first four cutouts are connected in a line, but the fifth cutout is missing, leaving a gap. The background is a blurred, bokeh-style image of lights in various colors (blue, red, green, white).

**Leading
organizations
out of
decline**

OUR SERVICES





XYZ = Generations X, Y, Z
+ U = Research and training

.....
XYZ University LLC delivers the **strategies** organizations need to **bridge** generation gaps, create **inclusive** cultures, and **engage** younger generations.

We call this **Next Gen Intelligence**





2002: **Sarah Sladek** founded XYZ University LLC, a change management and generational research firm

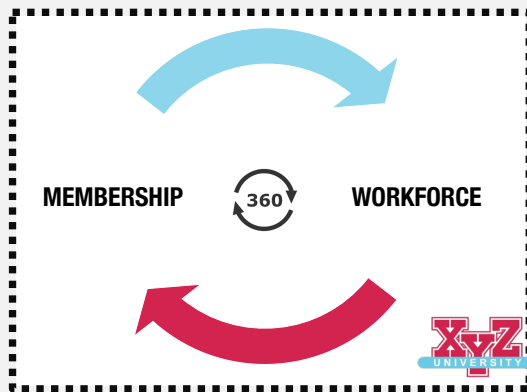
Today: We remain a specialty consulting firm, positioning organizations for long-term success as well as studying the categories listed here to understand how each uniquely influences **membership and workforce engagement**



FACT: Organizations of all types, sizes, and geographies are struggling to engage human capital. Especially younger generations.

This is our why

...why we do the work we do at XYZ U.



We're committed to delivering the **strategy + next-gen intelligence organizations need to:**

- ✓ **Curb turnover, disengagement, and decline**
- ✓ **Engage younger generations**
- ✓ **Bridge gaps and reduce conflict**
- ✓ **Create relevance and value**
- ✓ **Build cultures of belonging**
- ✓ **Realize growth**

Services



**Keynotes
+ Workshops**



**Research
+ Strategy**



**Courses
+ Resources**



Keynotes + Workshops



Sarah Sladek Presents

MEMBERSHIP



WORKFORCE

Learn the strategies, trends, and guidance key to:

- ✓ achieving growth
- ✓ increasing engagement
- ✓ recruiting younger members

Popular Topics:

- Why Members Leave and the Strategies Proven to Bring Them Back
- The End of Membership As We Know It

❖ *Ideal for board retreats, chapter leader conferences, association executive events*

Learn the strategies, trends, and guidance to:

- ✓ increasing engagement
- ✓ managing multi-generational teams
- ✓ retaining next gen talent

Popular Topics:

- Generations@Work
- Engaging Employees in the Talent Economy
- Ready or Not, Here Comes Z

❖ *Ideal for staff retreats, management conferences, leadership training and executive events*



**Research
+ Strategy**



Membership Coaching, Retreats, Strategies

Our unique approach in 3 steps:

1. Going above and beyond to capture the **‘voice of the member’**.

360° Analysis

Confidential surveys distributed to current, lapsed, and prospective members, plus staff and board to identify gaps and growth opportunities.

Stakeholder Retreat

A workshop experience designed to leverage member ideas and co-create the future of the association. Creates grassroots momentum and kick-starts growth.

2. Positioning associations **ahead of the curve**.

Next-Gen Diagnostic

Survey data cross-sectioned to spotlight generational engagement trends and create a predictive analysis of what’s likely to occur in the future.

Trends Analysis

Review of workforce data, competitors, and the economic and technological trends likely to influence membership growth in the next 5-10 years.

3. Committed to being a **partner in the journey**.

Implementation Calendar

A monthly i calendar features step-by-step guidance. This ensures progress is measurable and doesn’t feel burdensome or overwhelming.

Coaching Calls

Access to regularly-scheduled one-on-one coaching calls with Sarah Sladek. Get strategic guidance and support to immediately realize results.



Courses + Resources



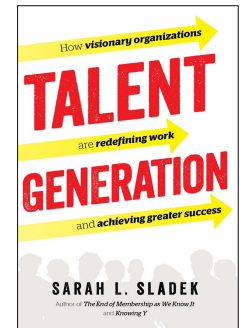
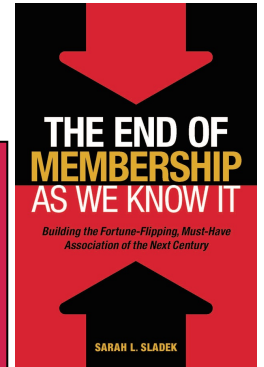
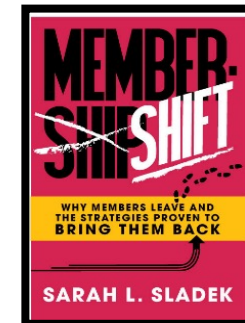
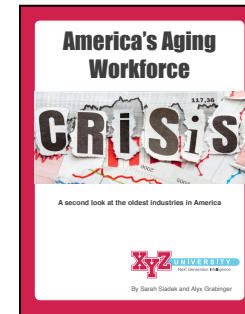
Research, Books, Podcast, Courses

Company founder, Sarah Sladek, is a renowned author and researcher.

Two decades ago, her initial research uncovered significant demographic shifts in membership and workforce engagement behaviors.

Today, **ongoing research** serves to inform our company's consulting practices and work with organizations globally. We deliver these key findings via a number of valuable resources including:

- Regional workshops and virtual events
- Save the Associations web show
- Group coaching program
- Membership IQ podcast
- 10+ research papers
- Online courses
- 6 books



A Few of Our Clients





**Bridge the gaps.
Create a community
of **belonging**.
Realize growth.**



**We are the gateway
to a better future
for your organization!**

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Sarah SARAH SLADEK