



2025

Media Kit



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About Us



At Generational Performance Solutions, formerly YoPro Know, we help companies build stronger teams and improve performance by leveraging generational data. We've seen firsthand organizations that understand how different generations work and communicate make smarter decisions, leading to better collaboration, retention, and results. Our data-driven approach helps businesses create workplaces where all perspectives fuel success.

Whether through workshops, assessments, or strategy, we equip teams to perform at their best—now and in the future.

How We Transform Companies with Multigenerational Talent Strategies

Our **Talent Impact Process** embodies our approach to fostering harmonious and effective workplace environments that drives performance across all levels. This model outlines seven core strategies that enhance your company's dynamics and promote success through cross-generational talent integration. Each segment of the wheel is a key focus area, collectively building a robust, inclusive, and forward-thinking culture that achieves the results you're seeking.



Our Core Values



EMBRACE

cross-generational connection and networks



EXPLORE

innovative workforce solutions to achieve the best results



EMBODY

a culture of engagement, growth, and forward-thinking



EXEMPLIFY

professionalism, emotional intelligence, and client-first mentality

Our Mission

While we began with a focus on young professionals, today, Generational Performance Solutions is a leader in generational diversity and intergenerational communication. We leverage an extensive knowledge base built from over 10,000 interviews with young and experienced professionals and 50,000 hours of content, covering professionals across the United States and Canada in over 65 industries. This wealth of information informs our strategies, helping you understand, hire, and retain a workforce that is engaged, motivated, and aligned with your company's values.

Whether you aim to attract new talent or enhance engagement among current employees, the way your team navigates multigenerational dynamics is key. We guide you in making informed decisions that not only fit today's needs, but also prepare you for the challenges of tomorrow.



Our Founder



Kamber Parker Bowden

FOUNDER & CEO

Kamber Parker Bowden, an award-winning speaker and author, set out to be the bridge between ambitious professionals and forward-thinking companies, when she founded Generational Performance Solutions (GPS, formerly The YoPro Know).

Today, Kamber, along with the GPS team, is making an impact throughout North America with data-backed strategies to improve generational excellence in the workforce. She speaks across the country to groups of all sizes—from associations to Fortune 100 companies—on topics that help organizations harness *The Generational Advantage*.

Kamber's keynote themes include leveraging workforce data to make strategic decisions, embracing intergenerational communication, driving performance across generations, reducing the cost of turnover, building loyalty among diverse age groups, and preparing for the future of work. Her insights help leaders adapt to changing workforce expectations and build high-performing multigenerational teams rooted in collaboration and productivity.

When she's not leading GPS or speaking to audiences nationwide, Kamber volunteers with Meals on Wheels, serves on the board of the Greenville Chamber of Commerce, and is a certified yoga instructor.

The Faces Behind GPS



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OUR SERVICES

The Generational Assessment



We provide organizations with the insights and strategies needed to optimize workforce performance across generations. Our Generational Assessment helps leaders understand workplace dynamics, uncover hidden trends, and implement strategies that drive engagement, retention, and productivity.

Through data-driven analysis and customized solutions, we identify areas where generational gaps may be impacting communication, collaboration, and overall company culture. Our approach ensures that every generation in your workforce is empowered to contribute at its highest level—leading to a stronger, more cohesive, and high-performing team.

Our Services Include:



Onboarding & Employee Retention Strategies

Strengthening how you attract, develop, and retain top talent.



Generational Communication Solutions

Improving collaboration and reducing friction between teams.



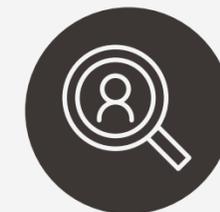
Leadership & Development Advising

Equipping leaders with the tools to engage multigenerational teams.



Customized Workforce Research

Delivering tailored insights to enhance workplace culture and productivity.



Recruiting Strategy & Talent Attraction

Aligning hiring efforts with workforce trends and company goals.



Social Media & Employer Branding Strategy

Helping you attract and engage top talent by aligning your digital presence with workforce expectations.

CASE STUDY

National Insurance Agency



The Opportunity

In 2022, this national team was growing quickly, and its leadership team knew that to stay ahead of the curve in the changing work landscape, they had to think outside the box.

In the financial services industry, attracting the right top talent and retaining them to become the future leaders of their organization is the #1 challenge, so this is where our work started.

Scope of Work

- ▶ We supported their efforts of **revamping their recruiting language and presentation** to ensure 100% clear communication.
- ▶ We supported the **extension of their onboarding process** from 2 weeks to 6, in addition to creating an “onboarding playbook” that offered a step-by-step guide of their program.
- ▶ Led an **Intergenerational Communication Workshop** that initiated new conversations about communication in the office.
- ▶ Developed a **social media strategy** to empower their team to enhance their recruiting and retention efforts in a digital format.

IMPACT:

Metrics & Outcomes



Reduced turnover by 72%



Increased Retention by 50% since we started working together in Feb 2022.



66% of candidates found this client on social media channels.

CASE STUDY

National Architecture Firm



The Opportunity

The architecture firm came to us with the goal of creating a proactive approach to attracting and retaining top talent.

As a team that was stretched thin, they looked for a resource that could help them create a strong communication culture and build a strong pipeline for the future legacy of their business.

Scope of Work

- ▶ Updated job descriptions, remote work and in office policies, and team handbooks, to fit the post-pandemic workplace expectations.
- ▶ Led an **Intergenerational Communication Workshop** that initiated new conversations about communication in the office between all generations within the team.
- ▶ Set **communication goals** to revisit quarterly and incorporate in their bi-annual and annual reviews.

IMPACT:

Metrics & Outcomes



Retention is at 90%
With new GPS processes in place.



100% Openings were filled
since we began our work together in 2022.

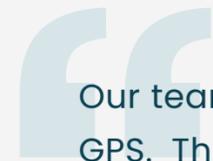


93% Team Communication Satisfaction
Per quarterly surveys post- workshop.

TESTIMONIALS

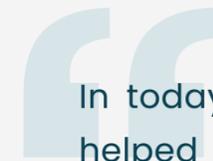


Hear From Our Clients



Our team here highly recommends partnering with GPS. Their team has provided tremendous value through their research and evaluation of our current firm. Kamber has helped us identify areas of opportunity in working with today's workforce and has supported our leadership team on how to improve retention and enhance our office culture. GPS has made it clear to us that we must adapt and advance our development tactics to meet the demands of the next generation.

– **DIRECTOR OF LEADERSHIP DEVELOPMENT**



In today's challenging talent market, GPS has helped our architecture firm since 2022 not only attract and retain talent through a customized social media plan, but also empower our leadership to understand the next generation of leaders through workshops and strategy implementation. Their expertise on intergenerational communication and engagement strategies has fostered a stronger team culture, setting us up for success.

– **LEADERSHIP TEAM**



Kamber's workshop and strategy was expertly prepared & researched. Every participant was engaged in a robust discussion and took away valuable insights to impact the young professional employees on their teams. We look forward to implementing the tools the GPS team has given us to enhance our ability to attract and retain young talent in a digital world.

– **DIRECTOR OF TRAINING AND DEVELOPMENT**



Kamber's presentation and deliverables for our team were fantastic (jaws-hit-the-floor level) – so many great things to think about and look forward to! We truly appreciate Generational Performance Solutions' help and guidance.

– **DIRECTOR OF HR**

Brand Resources

PRIMARY LOGO



Request additional brand resources [HERE](#).

Brand Resources

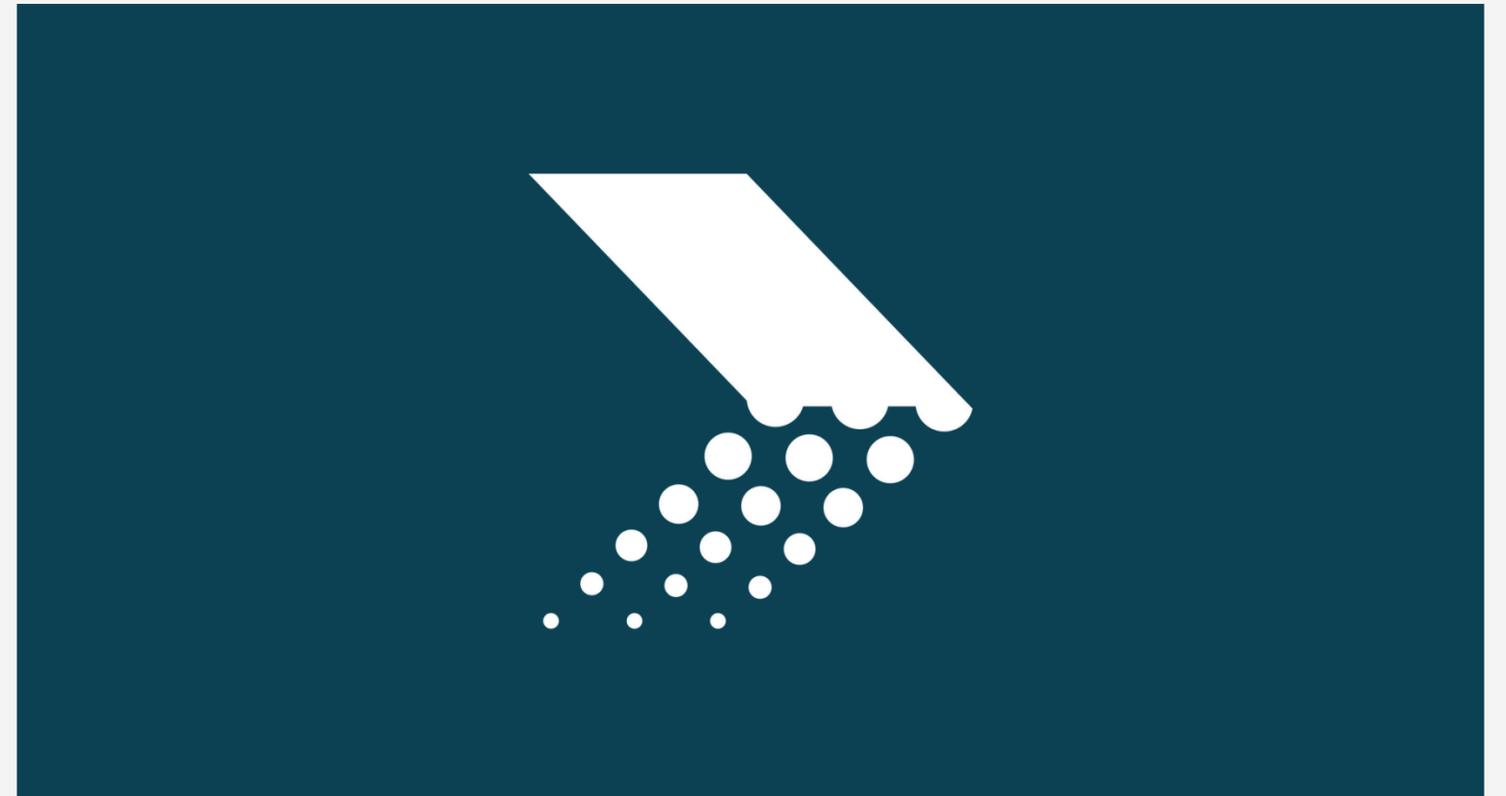
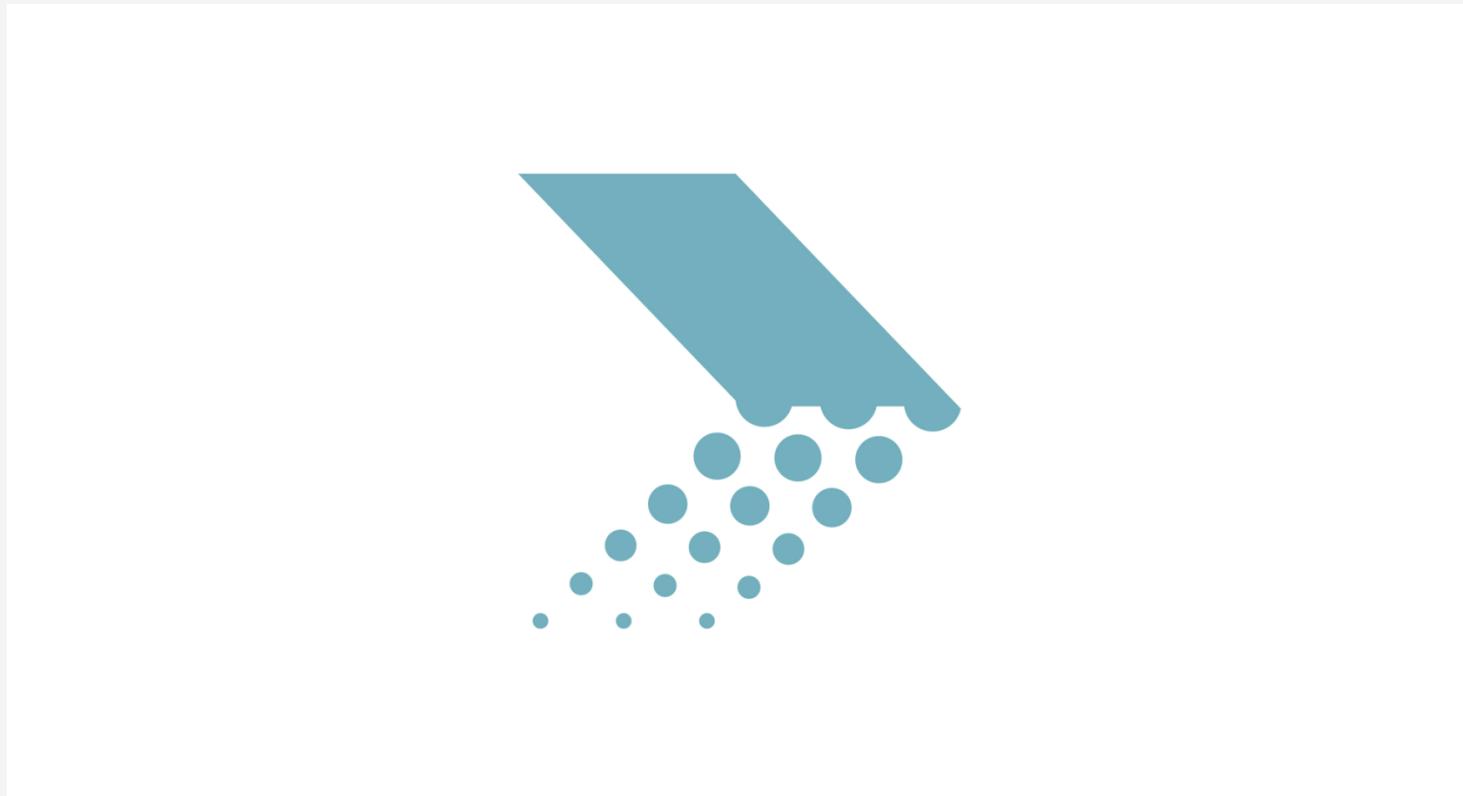
WORDMARK



Request additional brand resources [HERE](#).

Brand Resources

BADGE



Request additional brand resources [HERE](#).

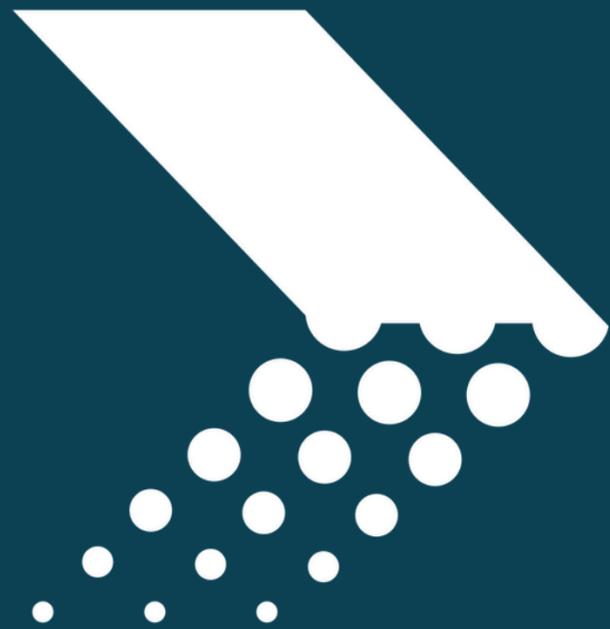
Contact Us



**Generational
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SOLUTIONS

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Generational Performance SOLUTIONS