

Bridging the Generational Gap In Our Workforce









Ed Roberts – COO, Bozard Ford Lincoln

Author of Mile One: An Endless Journey to Effective Leadership

The views and opinions presented in this educational program and any accompanying handout material are those of the speakers, and do not necessarily represent the views or opinions of NADA. The speakers are not NADA representatives, and their presence on the program is not a NADA endorsement or sponsorship of the speaker or the speaker's company, product or services.

Nothing that is presented during this educational program is intended as legal advice, and this program may not address all federal, state, or local regulatory or other legal issues raised by the subject matter it addresses. Program participants should consult with their attorney to obtain advice with respect to any particular legal matter. The purpose of the program is to help dealers improve the effectiveness of their business practices. The information presented is also not intended to urge or suggest that dealers adopt any specific practices or policies for their dealerships, nor is it intended to encourage concerted action among competitors or any other action on the part of dealers that would in any manner fix or stabilize the price or any element of the price of any good or service.

We must bridge this gap before we lose our talent. We must nurture, grow, and retain our diverse talent as they travel their development journey.



Generational breakdown in today's workplace

The reality: Boomers/Gen X hold leadership roles, while Millennials/Gen Z make up most of the frontline workforce

Opportunity: Strength through diversity of thought

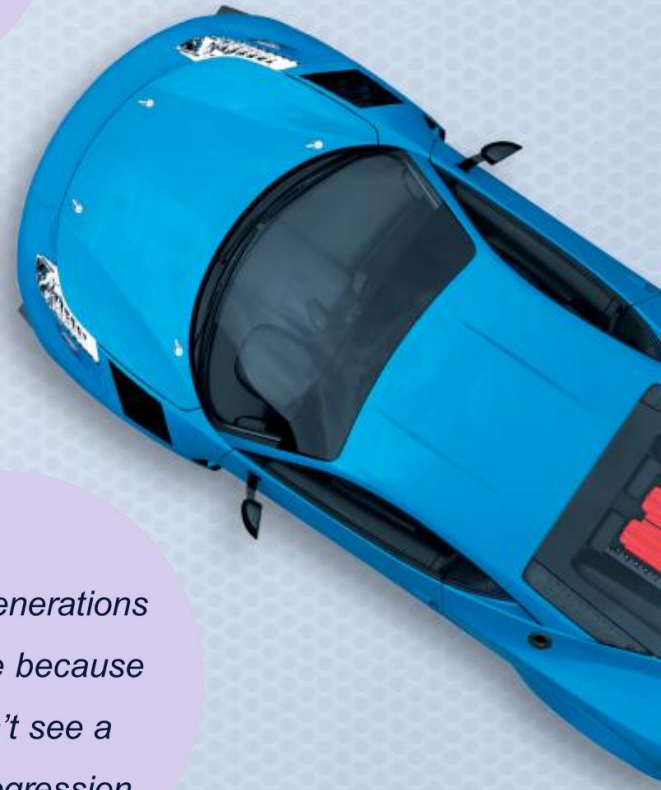
Common Differences

Gen Z
Flexibility, Technology integration, fast growth, team culture

Boomers/Gen X
Stability, predictability, hierarchy, hard work = promotions



Millennials
Development, Constructive feedback, purpose-driven work



Younger generations often leave because they don't see a path of progression.

Shared Values Across Generations



Desire to feel valued and respected



Opportunities for growth & learning



Clear purpose and meaningful work



Trust in leadership

Where Do We Have Opportunity

Lack of Career Path = High Turnover



"Old School" Mentality: Sink or Swim

Development Programs are reserved for Techs Rarely for advisors, sales, or leadership

Limited Mentorship Opportunities

Bridging the Gap: Solutions

Create Career Pathways

Ongoing Training & Upskilling

Mentorship Programs

Flexibility & Balance

Modern Communications





People Investment is Business Investment

Investing In People Grows Our Business



Management/Leadership Growth from Entry Level position



Service Advisors



Sales & F&I positions



Mobile Tech Recruitment & Development



Technician Development Pipeline



Parts Counterman

Thank You

Together we move forward, one mile at a time

Generational diversity is a strength

Leadership bridges the gap



"Bridging the generational gap isn't about changing people, it's about connecting purpose, respecting differences, and leading everyone forward together."

Ed Roberts



For more information, connect with Ed here

QUESTIONS?

LAS VEGAS

FEBRUARY 3-6

2026 NADASHOW



#NADASHOW