

JASON
RYAN
DORSEY

Y-SIZE® YOUR BUSINESS

How Gen Y Employees Can
Save You Money and Grow
Your Business



A RESULTS-DRIVEN PROGRAM THAT:

- **Takes you** behind the scenes with Gen Y to understand their unique view of work, life, and technology
- **Separates** the stereotypes from the research on maximizing Gen Y performance and creativity
- **Delivers** ready-to-use best practices collected from Gen Y employers around the world

YOUR CUSTOM PRESENTATION

Gen Y is the fastest growing segment in today's workforce. Along with a new definition of "business casual," Gen Y brings a different set of workplace beliefs, priorities, and communication styles. Gen Y's employee mindset can be a costly challenge or a strategic opportunity depending entirely how leaders respond.

In *Y-Size Your Business*, Jason Dorsey—The Gen Y Guy®—provides an unforgettable insider's perspective into Gen Y. He then shares his proven "no coddling" strategies for quickly developing Gen Y talent, motivation, and performance. Attendees leave with **ready-to-use** actions that drive Gen Y results from our very first day at work.

YOUR EXECUTIVES AND MANAGERS LEAVE THIS PROGRAM ABLE TO:

- Recognize the value in Gen Y's unique worldview
- Engage Gen Y employees from our first day at work
- Implement frontline-tested strategies that create big results with little effort

Customized for You: This presentation includes a confidential data review, in-depth pre-event conference call, multi-page handout, and ready-to-use strategies designed for immediate implementation.

Call or email our friendly office today to check Jason's speaking availability and request a customized speaking proposal:

Emily Boyd | VP of Business Development
+1 512-259-6877 | Emily@GenHQ.com

FORTUNE



THE VIEW

2020

60
MINUTES

WALL STREET JOURNAL



Y-SIZE® YOUR BUSINESS delivers results:

- Learn the steps to quickly connect with and inspire your Gen Y employees direct from The Gen Y Guy®
- Gain proven best practices that leverage Gen Y's strengths while developing their talent
- Leave with ready-to-use tactics that create measurable Gen Y outcomes in less time, with less stress, and virtually for free



GENERAL DYNAMICS



FOUR SEASONS HOTELS

"Jason's speech was a huge hit at our international management conference! In an industry where talented employees are at a premium and retention is critical to success, Jason's viewpoint was timely, engaging, and thought-provoking. His understanding, not only of his own generation, but of those who hire and work with them, makes his message all the more relevant."

KATIE TAYLOR, PRESIDENT AND CHIEF OPERATING OFFICER

McDONALD'S

"Jason delivered an engaging presentation that entertained our restaurant managers and staff, and gave them plenty to think about! Our employees left with a better understanding of generational differences and new insights into how to work together more efficiently."

JAN FIELDS, CHIEF OPERATING OFFICER

TACO BELL

"Jason's presentation was informative, engaging, and relevant. Our team left motivated to better connect with their Gen Y employees. I personally learned a lot and am proof that he can teach an old Boomer new tricks!"

GREG CREED, PRESIDENT AND CHIEF CONCEPT OFFICER

RAYTHEON

"Your presentation was a hit with our Leadership Development Program! You really connected with the audience, and they walked away understanding how all the generations can work together more effectively."

MICHAEL DOBLE, DIRECTOR, STRATEGIC COMMUNICATIONS

JASON RYAN DORSEY...

is the thought leader on generational dynamics in the workplace and marketplace. In fact, he coined the term "Generational Kinetics™" to name the predictive cross-generational behaviors he discovered through his research. His unique speaking style has earned standing ovations from audiences as large as 13,000 in an arena and as few as 20 senior executives in a boardroom.

Known as The Gen Y Guy®, Jason has been featured as a Gen Y expert on *60 Minutes*, *20/20*, *The Today Show*, *The View*, and in *Fortune Magazine* and *The Wall Street Journal*. His expertise is taking complex cross-generational interactions and distilling them into actionable insights and proven strategies that drive measurable results—all without using PowerPoint.

A bestselling author at age 18, Jason followed his first book with four more including his newest, *Y-Size Your Business*. Jason's acclaimed books have sold more than 250,000 copies worldwide.

- Won Austin Under 40 Entrepreneur of the Year Award at age 25—one of the youngest winners ever
- Earned standing ovations from the U.S. to India, including all four events referenced in the left column
- Thought leader for global media and confidential adviser to Fortune 500 executives



Contact our friendly office today and request a free preview DVD, a customized speaking proposal, and check Jason's availability:

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