

# JASON DORSEY

The Gen Y Guy®

## CROSSING THE GENERATIONAL DIVIDE

Unlocking the Power of Generations™  
to Strengthen Your Business



### A RESULTS-DRIVEN PROGRAM

- Delivers actionable insight into Gen Y and all four generations based on the latest research
- Makes the multigenerational workforce your breakthrough opportunity
- Reveals numerous ready-to-use actions collected on the frontlines that drive fast results

### YOUR CUSTOM PRESENTATION

We work in a time of unprecedented generational change. Four generations in the workplace. Five generations in the marketplace. Strategies that work for one generation can be complete turn-offs for others. This divide is a costly challenge or breakthrough opportunity, depending entirely how you and your leaders respond.

In *Crossing the Generational Divide*, bestselling author Jason Dorsey exposes **new generational truths** that directly impact the success or failure of leaders and organizations. He shares surprising data, emerging trends and specific actions that lead to measurable results.

Contact Emily now to check Jason's availability and request a custom proposal

EMILY BOYD, VP OF SPEAKING SERVICES  
[1 512-259-6877](tel:15122596877) or [Emily@GenHQ.com](mailto:Emily@GenHQ.com)

### LEAVE THIS PROGRAM ABLE TO:

- Put each generation in the context of your own generation
- Leverage emerging trends to drive communication and innovation
- Implement specific strategies proven to solve tough generational challenges

### CUSTOMIZED FOR YOU

This presentation includes a confidential data review, multi-page handout and ready-to-use actions customized for fast results.

FORTUNE



THE VIEW

20/20

60  
MINUTES

THE WALL STREET JOURNAL  
WSJ

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Jason makes the complex topic of generations actionable and entertaining—without using PowerPoint.

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## FOUR SEASONS HOTELS AND RESORTS

"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, Chief Executive 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*

More testimonials at [JASONDORSEY.COM](http://JASONDORSEY.COM)

## JASON RYAN DORSEY...

Known as The Gen Y Guy®, Jason has been featured as a generational expert on *60 Minutes*, *20/20*, *The Today Show*, *The View* and in *Fortune Magazine*. His unique speaking style combines the latest data and unforgettable stories with practical how-to.

- Bestselling author at age 18. Jason's bestselling books include *Y-Size Your Business* and *My Reality Check Bounced!*
- Won Austin Under 40 Entrepreneur of the Year Award at age 25—one of the youngest winners ever
- Received standing ovations from audiences as large as 13,000 and as small as 10 executives
- Thought leader for global media and confidential advisor to Fortune 500 executives
- Chief Strategy Officer at The Center for Generational Kinetics

