

# JASON DORSEY

The Gen Y Guy®

## Y-SIZE® YOUR BUSINESS

How Gen Y Employees  
Can Grow Your Business



### A RESULTS-DRIVEN PROGRAM

- Takes you behind the scenes with Gen Y to understand their employment mindset
- Separates the stereotypes from the real data on how to maximize Gen Y recruitment, retention and performance
- Delivers ready-to-use best practices collected from Gen Y employers globally

### YOUR CUSTOM PRESENTATION

Gen Y, also known as Millennials, is the fastest-growing generation in the workforce today. Along with timely skills and valuable ambition, they bring a mindset that can frustrate the most experienced leaders.

In *Y-Size Your Business*, bestselling author Jason Dorsey reveals **new generational truths** about Gen Y that directly determine their workplace performance. He separates stereotypes from what actually works on the frontlines to increase Gen Y recruiting, retention, motivation and more.

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

EMILY BOYD, VP OF SPEAKING SERVICES

1 512-259-6877 or [Emily@GenHQ.com](mailto:Emily@GenHQ.com)

### LEAVE THIS PROGRAM ABLE TO:

- Separate Gen Y myth from fact
- Act on ready-to-use Gen Y workplace strategies collected around the world
- Drive Gen Y communication and innovation within a multigenerational workforce

### 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

2020

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

