

# JASON DORSEY

Acclaimed Keynote Speaker | Gen Z and Millennials Researcher

# ZCONOMY FOR LEADERS

How to Recruit, Motivate, and Retain Gen Z Employees

## PRESENTATION OUTCOMES:

- Understand Gen Z and how they'll **impact your workforce**: a powerful perspective into what shaped them and the uniqueness they bring to work
- Learn how to leverage **your own generational strengths** to lead this generation with never before seen data
- Gain specific **research-based actions** you can use immediately to drive Gen Z employee recruiting, retention, motivation, communication, and much more!

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## Contact Us for More Information:

Please contact Emily Boyd to check Jason's availability or to request a speaking proposal:

**Emily@GenHQ.com**

**512-259-6877**

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*Please note: Jason Dorsey is not available through speaker bureaus.*





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## ABOUT JASON DORSEY

- Bestselling Author at Age 18
- Featured on more than 200 TV shows
- President, The Center for Generational Kinetics
- Over 1,000 standing ovations

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## PROGRAM CUSTOMIZATION

- Includes Jason's latest generational research from around the world
- Customized to your audience, event, and must-drive outcomes
- Presentation length ranges from a keynote to a full-day program

## PROGRAM OVERVIEW: GEN Z IS HERE—AND THEY ARE VERY DIFFERENT FROM ANY PREVIOUS GENERATION!

In fact, what worked with Millennial employees can be a complete turn off for Gen Z in the workplace.

This program will provide a brand-new lens into a generation that does not remember a time before social media, has always been able to study via YouTube, and thinks Millennials are old! Filled with Jason's trademark stories, humor, and real-world examples, Gen Z and the Future of Work is perfect for introducing Generation Z to managers, co-workers, leaders, and executives.

Your audience will leave with specific actions they can use the same day to attract the tremendous talent Gen Z has to offer and create a workplace, culture, and experience that unlocks this generation's potential within a multi-generational workforce. The keynote presentation will be customized to your exact priorities, such as communication, recruiting, and retention, and align with your workplace or industry culture and growth priorities.

“ JASON DORSEY IS ONE OF THE MOST COMPELLING AND ENGAGING SPEAKERS I'VE COME ACROSS IN MY CAREER.

IN FACT, 'SPEAKER' DOES NOT ADEQUATELY DESCRIBE JASON, WHO IS EQUAL PARTS RESEARCHER, SOCIAL ANTHROPOLOGIST, AND ENTERTAINER. ”



Mercedes-Benz

- Stephen Cannon, CEO