



"Just when you thought you have heard all you needed to know about generational diversity, Kristin gets real. During a recent Annual Meeting of the National Association of State Personnel Director's, Kristin captivated our membership with her enthusiasm and southern charm! She provided real experience and knowledge on why generations are so different and how they can work together to build strong and resilient workforces. Don't miss out on an opportunity to have lots of laughs and learning!

-Byron Decoteau Jr, Louisiana State Civil Service Director

"Such an amazing keynote address! Big take away messages to carry with us paired with tears of laughter. Truly inspired." - Rhea Gundry, Senior Environmental Aviation Noise Consultant, HMMH

2022-23 PRESENTATION TOPICS

- Active Listening
- Attracting & Retaining a New Generation
- Bridging Generational Gaps
- Civility in the Workplace
- Communicating in a Virtual World
- Conflict Resolution
- Covid-19's Impact on Generations
- Dealing with Difficult People
- Effective Meeting Strategy
- Generationally Focused Fundraising
- Generationally Focused Sales
- Giving Better Feedback
- Having Difficult Conversations
- Here Comes GenerationZ
- Intern-Focused Communication Training
- Influence & Persuasion
- Learn to Network Effectively
- GenTHEM: Generational Diversity
- Nonverbal Communication
- Presentation Skills & Reducing Anxiety
- Soft Skill Focused Interviews
- Visual Aid Design for Better Presentations
- What GREAT Leaders Know

Connect with us on Social Media:



@kristinascroggin



@genwhycommunications



@genwhycommunications

15+ YEARS OF GENERATIONAL RESEARCH DISCOVERIES

By now, we all know THAT generations differ; it's WHY we differ that causes the most confusion. As a College Professor, Kristin Scroggin has researched the 10 American Micro-Generations since 2007 and has worked with hundreds of companies and organizations across the USA to explore what makes us all "so weird." If you are struggling with generational issues with employees, clients, or volunteers. Having her present her findings will help you elevate every attendee's awareness, and they'll have a great time laughing while they learn.



CONSULTING

According to Gallup, over half of employees voluntarily exiting their company in 2021 said that neither their manager nor any other leader in the company spoke to them about their job satisfaction or their future with the company in the three months before leaving.

genWHY can help your company reduce your bottom line by **thousands of dollars in annual turnover costs** by giving you an idea of how employee engagement and satisfaction currently stand while indicating potential regrettable turnover. Additionally, we can use surveys, interviews, and focus groups to help improve interview processes and leadership development.

ONLINE TRAINING COURSES

Are you looking to improve some of your own skills or want online, on-demand training for your team? genWHY offers online courses that will improve communication, leadership, and public speaking skills on your time. Check out our website as classes become available.

MASTER OF CEREMONIES

Do you have an awards ceremony, convention, or other corporate event where you need a Master of Ceremonies who can keep your event on track and entertain your audience.? By hiring a professional speaker you can be sure that your MC will be able to adapt quickly in case of technical difficulty or improvise when a hiccup happens on stage. Reach out to us for how we can help your event be the best one yet.

GENWHY CLIENTS



Visit our site to submit a booking request, get a quote, see sample videos, read testimonies, learn more about Consulting and MC services, receive online soft-skill training , and get free content at www.genWHY.com