

Speaker: Ken Whiting

Working Title of Presentation: WAVES for Teenage Workforce Success

Topic of Presentation: How to Communicate for Success with Today's Teens and Young Adults.

Audience presentation is directed to: Business owners, executives, managers and supervisors who employ a young workforce.

Brief description of the program:

WAVES for *Teenage Workforce Success*
How to Communicate for Success with Today's Teens and Young Adults.

Today's young multi-tasking workforce is tech savvy, on-line and inter-connected like never before, and this can make successfully communicating with them a real challenge. When you learn effective strategies that engage their participation, you will find a more motivated, productive and contributing employee with performance consistently on the rise.

Remember...“HOW you communicate is as important as WHAT you communicate”

Agenda:

- Who are Today's Teens?
- Types of Communication
- Top 10 Uses of Digital Communications
- Case Study: One Company's Success
- Cost and Benefits of Technology

Proven Benefits & Outcomes:

- Performance & participation improvements.
- Job satisfaction & retention growth.
- Improved customer service.
- Become the employer of choice.
- Increase in productivity...decrease in labor cost
- Growth in sales and profits.

List other events/conferences where this speaker has (will be) presented:

- Hosts Monthly Webinars
- NEAAPA
- Tri-State 2010
- Fun Expo 2010
- International Pizza Expo 2010
- IAAPA
- Dippin Dots Franchisees Meeting
- World Waterpark Association
- US Indoor Soccer Association
- Tri-State Camp Conference 2009
- Fun Expo 2009
- IAAPA 2008
- Hot Dog on a Stick, Southern & Northern California
- Hoosier Hospitality Conference, Indianapolis

List speaker(s) qualifications/biography:

A common thread throughout Ken's business background has been as an employer of teenagers and young adults. Over the past thirty years he has been directly responsible for the hiring, training and motivating of over 5,000 high school and college age employees.

From that experience, combined with feedback from many other teenage labor-intensive employers, he created the WAVES for Success system for improving workplace performance. He continues to focus on ways of understanding, in today's culture, what inspires them to participate, contribute and excel at work.

In 2008 his WAVES for Teenage Workforce Success book was published, and from its launch has been met with rave views on content and insight. Additionally his articles have appeared in over one hundred magazines and newspapers, securing his reputation as the nation's foremost expert on providing solutions to teenage workforce challenges.

In what manner is the operator perspective given (case studies, in-person, testimonial panel)?

Ken is an operator. He has spent nearly 30 years, in the trenches, managing his family's food service business at the Santa Cruz Beach Boardwalk, and Fair & Festival business unit.

He has employed thousands of teens and young adults, and continues to focus on ways of understanding, in today's culture, what inspires them to participate, contribute and excel at work as recently reported in Investor's Business Daily.

Additionally, in this session, a case study from one business is used to demonstrate the benefits and strategies of improved communications methods.