

Speaker: Ken Whiting

Working Title of Presentation: WAVES for Teenage Workforce Success

Topic of Presentation: How to HIRE and RETAIN the Best of 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 HIRE and RETAIN the Best of Today's Teens and Young Adults.

Hiring the best of today's teens can be a real challenge, but also a tremendous opportunity. The process you use in selecting who will be on your team can ensure that you hire only those applicants that serve your company and your customers the best.

Without a process in place, you will likely find that you just go through the motions and hire whoever applies first, which ultimately results in frustration, conflict and increased turnover.

Needs Identification:

Today's teens and young adults simply don't come to work prepared like they used to. What was once common knowledge of workplace expectancies and behaviors no longer exists. Business owners and managers are now filling the shoes of parents, teachers and coaches in the workplace. These new responsibilities falling on the business owners and managers leaves them no other option as they have to coach these young adults along. We're here to help with solutions, strategies and successes they can use to ensure the success of their business.

This workshop will provide strategies and solutions for the workplace environment successes. Educating anyone who supervises, promotes, hires, trains, manages or schedules teenagers, or is in a position that must get results through teens and young adults.

Learning Outcomes:

- Application Assessment Process
- Interviewing Process
- Orientation & Training
- Retention Strategies
- Improve Labor Cost
- Grow Sales & Profit!

Who Should Attend: Anyone who supervises, promotes, hires, trains, manages or schedules teenagers, or is in a position that must get results through teens and young adults.

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

- Hosts Monthly Webinars via Website
- 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
- California Restaurant Association Western Foodservice Expo 2008
- Hot Dog on a Stick, Southern California
- Hoosier Hospitality Conference, Indianapolis
- Hot Dog on a Stick, Northern California

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.