

**Speaker:** Ken Whiting (no less than 60 minutes)

**Introduction:** 10 minutes

**Working Title of Presentation:** WAVES for Teenage Workforce Success

**Topic of Presentation:** How to Recruit, Hire, Educate, Motivate and Retain today's teens and emerging workforce. (40+ minutes)

**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 Recruit, Hire, Educate, Motivate and Retain TODAY'S Teens and Young Adults***

Your success depends on the service delivered by those closest to the customer. And for thousands of businesses that means... teenagers!

At times, they may confuse and frustrate you with their ability, ambition, attendance, attitude and appearance. However, when you tap into the enthusiasm and efficiency that they can deliver, they will excel at work and increase their contributions and commitment.

**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. The responsibilities fall on the business owners as they have no other option but to coach these young adults along.

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:**

- Learn Proven Strategies to Decrease Employee Turnover
- Improve Customer Service
- Grow Sales & Profits
- Provide Recruiting Strategies
- Develop Retention Programs
- Inspire Management Motivation
- Learn why Today's teens are the way they are

**Learner Assessment:**

Provide time for questions and answers. Also give attendees a email address where they can email specific questions regarding the challenges they are facing, and we will provide an answer within 48 hours at no charge.

**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.

**Conclusion:** (10 minutes)

Questions and Answers

Provide email for follow up challenges

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

- Hosts Monthly Webinars via Website
- International Pizza Expo 2010
- Tri-State 2010
- IAAPA 2009
- Dippin Dots Franchisees Meeting
- World Waterpark Association
- US Indoor Soccer Association
- Tri-State Camp Conference 2009
- Fun Expo 2009
- IAAPA 2008/09
- Fun Academy Expo 2008
- California Restaurant Association Western Foodservice Expo 2008
- Hot Dog on a Stick, Southern California, 2008
- Hoosier Hospitality Conference, Indianapolis, 2008
- Hot Dog on a Stick, Northern California, 2008

**List speaker(s) qualifications/biography:**

*Ken Whiting, member of the National Speakers Association & Northern California Speakers Association, is an industry expert on providing solutions for entry-level workforce challenges. His WAVES for Success program teaches companies what inspires young adults and teens to participate in, contribute to and excel at work. His new book and 5 disk training DVD series provides insights on recruiting, motivating and retaining teenage employees. For a free copy of the "WAVES 101 Best Ways to Recruit, Retain, Educate and Motivate today's Teens" visit [WAVESforsuccess.com](http://WAVESforsuccess.com). For speaking and consulting, call (831) 423-1890 or e-mail [ken@wavesforsuccess.com](mailto:ken@wavesforsuccess.com).*

**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.