



Eric Chester, CSP, CPAE

Look on the front lines of your business. Standing between you and your profits are those talented, weird-looking, impossible-to-understand younger employees. And if you're not connecting with them, they are not connecting with your customers, and you are leaving all kinds of money on the table. In short, your front line is the key to your bottom line.

No one has a better understanding of this new generation than Eric Chester. He is the premier expert on Generation Why; in fact, he coined the term. Since 1986, Eric Chester has been speaking to, and working with Generation Why youth. He has personally addressed more than two million high school and college students, authored nine books for teens, and is dialed-in to the mindset of this burgeoning generation. He frequently appears on national media (*Good Morning America*, MSNBC, FoxNews, CNN, ABC News 20/20, etc.), and is interviewed in major publications (*Los Angeles Times*, *Wall Street Journal*, *Fast Company*, *Business Week*, *Workforce Magazine*, etc.) to provide insight and perspective to business leaders, owners, and operators.

Eric is the founder & President of Generation Why, Inc., a training and consulting firm helping leading companies and organizations recruit, train, manage, motivate, and retain the very best of this new generation. His client list includes Dairy Queen, Harley-Davidson, Universal Studios Theme Parks, Wells Fargo, Verizon, and Holiday Inn. He is the author of the two best-selling books on this topic: *EMPLOYING GENERATION WHY - Understanding, Managing, and Motivating Your New Workforce* (Tucker House Books, 2002) and *GETTING THEM TO GIVE A DAMN – How to Get Your Front Line to Care About Your Bottom Line* (Kaplan 2005).

As an acclaimed, award-winning keynote speaker, Eric Chester holds the prestigious CSP (Certified Speaking Professional) credential and is an inductee into the International Professional Speakers Hall of Fame, an honor shared by less than 2% of all professional platform speakers in the world.

Eric and his wife, Lori, live in Golden, Colorado.