

Introduction for Eric Chester

Look on the front lines of your business. Standing between you and your profits are those talented, weird-looking, impossible-to-understand “under 25-year-olds.” 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 a former teacher and a coach, an author of nine books for and about youth, and has been the host of a television talk show called Teen Talk 2000. He’s been an invited motivational speaker to more than 1,500 high schools and colleges where his presentations have made a positive impact on the lives of over 2 million students.

Eric is the founder & President of Generation Why, Inc., a training and consulting firm offering insight, perspective and strategies to leading companies and organizations to help them recruit, train, manage, motivate, and retain the very best of this new generation. His most recent book, **“Getting Them to Give a Damn - How to Get Your Front Line to Care About Your Bottom Line,”** is a *must read* for business professionals and leaders in our industry.

Eric is a Certified Speaking Professional and an inductee into the *International Speakers Hall of Fame*, an honor shared by less than 2% of all professional speakers in the world.

Fasten your seatbelts and get ready for a very cool experience. Please help me welcome Eric Chester.