

*Kristin Scroggin is a nationally recognized keynote speaker and generational expert who combines cutting-edge research with a hilarious, straight-talk delivery.*

She's spoken to more than 450+ organizations and associations across 48 states, captivating audiences with stories, sass, and strategies they can immediately put to use. With over 100+ keynotes in 2025, Kristin is a trusted guide for organizations navigating today's generational workplace dynamics—and building sustainable success for the decade ahead.



Be the hero of your next event by summoning Kristin Scroggin to the stage. Brace yourselves for a roller-coaster of laughter, profound insights, and game-changing revelations that will echo long after the event lights dim. It's not just a keynote; it's a journey that transforms your audience into a buzzing hive of inspiration. Ready to elevate your event to legendary status?

## MOST-BOOKED KEYNOTE TOPICS

- **Generation Them: Navigating a Multi-Generational Workforce**
- **Attracting & Retaining the Next Greatest Generation**
- **What the Next Generation Wants From Their Leaders**
- **Finding Success with a Generational Approach to Succession Planning**
- **Increasing Your Ability to Persuade & Influence**

*For full descriptions visit [www.genwhy.com](http://www.genwhy.com)*

## HOW CAN WE HELP?



- Keynote Presentations
- Organizational Training: Hourly & Half-Day
- Webinars
- genWHY 2.0 On-demand Video Library
- Leadership Development Workbooks & Worksheets
- Generational Health Survey & Reports
- Strategic Plan Reviews
- Quarterly Leadership Lab Online Seminars



## READY FOR A QUOTE?

If you're thinking Kristin might be the perfect fit for your event you can get a NO-OBLIGATION quote by going to:

<https://www.genwhy.com/quote-request>

You can also email [Bonita@genwhy.com](mailto:Bonita@genwhy.com)

OR schedule a time to chat at:

<https://scheduler.zoom.us/bonita-rodkey>

Friend us on Facebook, YouTube & LinkedIn: @genwhycommunications

## TESTIMONIALS

“ Kristin can poke fun at the things you and I cannot do with the concurrence that you and I cannot. She's a stand-up HR comedian that will leave you wanting more and inadvertently learning critical generational thinking tactics along the way. She is a breath of fresh air in a challenging and touchy environment. ”  
Roddy Boggs, RS&H

“ Not only is Kristin an expert on the topic, but she is also one of the most entertaining and engaging speakers I've ever seen. ”  
Erika Galarneau, Cades Shutte LLP

“ After coming highly recommended, I hired Kristin to speak on hiring and attracting the next generation of talent. Her session was a highlight of the event. Our audience was engaged and I heard several attendees complementing her dynamic talk. If you're looking for a memorable speaker, Kristin's experience and expertise make her an excellent candidate. She will be the star of your next event. ”  
Teryn McNeal, TDOT

“ Kristin is hands down one of the most insightful people I know on the topic of generational differences in motivation and expectation. Despite our 20+ years age difference, she “gets” Baby Boomers. But she also has a firm grasp on what GenXers, Millennials, and GenZers expect out of work and life. ”  
Glenn Davidson, Deloitte

“ Throughout our conference, colleagues would talk about how much they too enjoyed Kristin's presentation and how easy she made her subject matter to understand. We are truly hoping she returns for our conference again this year. ”  
Wendy Cook, SEARP&DC

## YOU'LL BE IN GOOD COMPANY

