

Step into a world where events transcend the ordinary - welcome to the genWHY experience!

Since 2013 we've left our mark at 200 conferences and enchanted over 400 organizations in 42 states and 3 countries. From Fortune 500 companies to the tiniest startups, every industry and every employee level will gain valuable information on generational perspectives and norms and communication-skill mastery.



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 speech; it's a journey that transforms your audience into a buzzing hive of inspiration. Ready to elevate your event to legendary status?

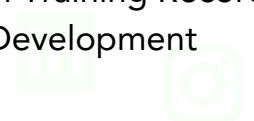
2025 TOP PRESENTATION TOPICS

- 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
- Conflict Resolution through Healthy Communication
- Giving More Impactful Feedback
- Increasing Your Ability to Persuade & Influence
- Interviewing to Discover "Diamonds"
- Non-verbals: I Can't Hear Your Words Over Your Body Screaming
- Understanding the Impact of Aging on the US
- Captivating Generations: Strategies for Attracting and Engaging Audiences in Festivals & Events

For full descriptions visit www.genwhy.com

HOW CAN WE HELP?

- Keynote Presentations
- Organizational Training: Hourly, Half-Day, or Full-Day
- Webinars
- Public Speaking Coaching
- Learning Management System Training Recordings
- Succession Plan/ Leadership Development



WE'RE IN GOOD COMPANY

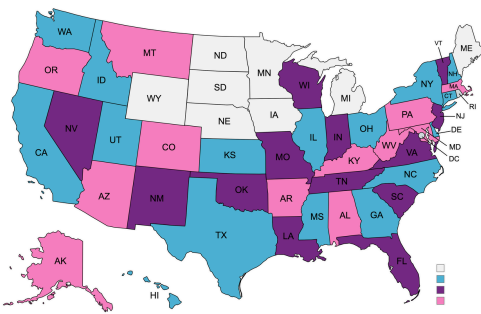
National Government & Contractors



Private Companies



State Government



Conferences & Associations



NASACT National Association of State Auditors, Comptrollers and Treasurers

COMMUNITIES Unlimited



AMERICAN ASSOCIATION OF AIRPORT EXECUTIVES



WLPGA



National Association of State Personnel Executives



NASBO



Project Management Institute.

NASPO

WHAT THE COOL KIDS ARE SAYING

- "Kristin is necessary for any HR or CEO circuit if you have hiring, retention, and detention issues. genteel southern charm turns difficult, but crucial, discussions into an event that is both fun and educational. She 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. If she can make me better (a baby boomer), imagine how she can affect your organization". – Roddy Boggs, RS&H.
- "Kristin Scroggin 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. In addition to being really funny, she's authentic" - Glenn Davidson, Deloitte Consulting



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