



# MILLENNIAL LEADERS

Success Stories From Today's  
Most Brilliant Generation Y Leaders

BEA FIELDS, SCOTT WILDER  
JIM BUNCH & ROB NEWBOLD

## Keynote Topic

### ***Leading at the Speed of Y: Recruiting and Retaining the Generation Y Careerist to Develop a Strong Workforce for the Future***

Echo Boomers. The Connecteds. Millennials. The Thumb Generation. These are not a list of rock bands but the names given to the young adults tagged as "Gen Y" — the generation between the ages of 18 and 30 — and they are making a tremendous impact on today's culture. Their entrepreneurial prowess and adventurous spirit have spawned countless successes in business and the workplace. This generation has grown up with more technological advances than any prior group. They process information in a unique manner. They have a distinctive way of managing their interests, their businesses, and their lives. And their power is a force to be reckoned with. In ***Leading at the Speed of Y: Recruiting and Retaining the Generation Y Careerist to Develop a Strong Workforce for the Future*** we will explore how to effectively recruit and retain Gen Y by learning how to best utilize their talents, most of which are entirely foreign to the more seasoned (i.e., older) generations, like the Baby Boomers and Traditionalists. The mission with this presentation is to provide audience members with strategies on how to achieve greater levels of organizational success in the future by learning how to attract Gen Y while inspiring them to be more open to their perspectives and world views. Generation Y young adults are our future, and it is time for us to start working with them...not resisting their efforts.

## Objectives

### **During this presentation, audience members will learn how to:**

- 1) Identify the hallmark characteristics of Generation Y
- 2) Make the connection between the seven major world events which have helped sculpt Gen Y's mindset
- 3) Design a strategy for attracting and retaining Generation Y, both as employees and customers
- 4) Effectively communicate with Generation Y using New Media (Web 2.0, Text, Video and Mash-Ups)
- 5) Lead Generation Y using a cutting edge reverse mentoring program designed specifically for men and women born between 1977-1990

## Outline

- Introduction to Leading at the Speed of Y: **5 minutes**
- Who is Generation Y? : **10 minutes**
- The seven world events which have helped sculpt Gen Y's perspective and world view: **10 minutes**
- What makes a company, organization or community "Gen Y Cool?": **10 minutes**
- Gen Y communication and the digital divide: **10 minutes**
- Reverse mentoring and the core principals of leading Gen Y in tomorrow's workforce: **10 minutes**
- Question and Answer: **10 minutes**
- Closing remarks: **5 minutes**

## Biography: Bea Fields

Bea Fields, PCC, is an executive coach and the President of Bea Fields Companies, Inc. and Founder of Five Star Leader Coaching and Training. She specializes in Leadership, Team and Generation Y Coaching for high growth companies, non-profit organizations and medium-sized businesses. Fields is the author of *Millennial Leaders: Success Stories From Today's Most Brilliant Generation Y Leaders* (Morgan James Publishing) and *EDGE! A Leadership Story* (Morgan James; May 2008). She has served on the Board of Directors for the University of North Carolina Children's Hospital, Episcopal Day School in Southern Pines, NC and is the Chairman Elect of the Moore County Chamber of Commerce in North Carolina.

Fields holds a B.S. Degree from the University of Alabama and a Certificate Degree in Leadership Coaching from Georgetown University. She is a Professional Certified Coach (PCC) and a Certified Guerrilla Marketing Coach. She lives in Southern Pines, North Carolina, with her husband, Mike and three college-age children, Ann, Katie and Jack.

Full resume available: <http://www.beafields.com/mediakit.pdf>

## Presentation Style

- Interactive presentation with Q & A
- Creative photography via powerpoint
- Storytelling
- Humor



## Testimonials: Bea Fields

"Undoubtedly the most energizing session at the ICF annual coaches' conference was the one led by Bea Fields, one of the authors of **Millennial Leaders: Success Stories from Today's Most Brilliant Generation Y Leaders**, a new book that introduces us to some truly inspiring young people who are already accomplishing great things at quite a tender age. Bea brought along a couple of these young leaders to give us their own take on Gen Y, and they held a large audience of (mostly) aging Boomers in rapt attention".

**Beth Bloomfield PCC, CMC®**  
**Bloomfield Associates, LLC**

"BNI was privileged to hear Bea Fields, Leadership Coach and Author, speak to The 2008 Sandhills International Business Networking Conference. Bea is a truly remarkable and gifted communicator who possesses a strong stage presence and the ability to capture and keep the attention of a diverse audience. In a short time, Bea delivered an information rich speech, providing a broad overview of the focus of one of her books, *Millennial Leaders*. Bea clearly demonstrated that she is knowledgeable and a consummate professional, who thinks quickly on her feet, while delivering eloquent, fact filled and entertaining presentations".

**Wayne Gomillion, Real Estate Broker**  
**BNI Assistant Area Director of the Sandhills**

"After being a non-profit CEO for over 18 years, Bea Fields helped me discover better ways of organizing my life professionally which has reduced my stress level by 50%! I am now a more productive CEO for my organization and a more effective manager of our team members. Through weeks of coaching and live training for my team, Bea helped me realize some central weaknesses in my communication style and at the same time helped me turn these weaknesses into opportunities that will help me be the best possible manager and leader I can be."

**Elyse Hillegass**  
**CEO**  
**Gaston County Chamber of Commerce**

"I enthusiastically recommend Bea Fields and Five Star Leader Coaching and Training for anyone who is interested in corporate level coaching and training. Bea has led workshops for Capel, Incorporated over three years. Her speaking style is professional and down-to-earth. I have been impressed at how well Bea adapts to the group she is leading, changing to suit the group's personality, whether it is a top management group or mid-level managers. As Bea covers a lot of interesting material, she keeps the pace moving and keeps everyone focused.

One of our management teams has enjoyed having Bea at their annual meeting. Capel's Service to Customer's Improvement Team (SCIT) has learned much from three years of her workshops. As Chairman, I feel the seminars build on each other and have helped each of the members be better department managers and future leaders. Bea is able to encourage group communication to help us identify and solve internal issues. The workshops are very educational but also fun."

**Mary Clara Capel Director**  
**of Administration Capel,**  
**Inc.**

## Testimonials: Millennial Leaders

*Not sure how Gen Y will achieve success and what that has to do with you? Read this book. Want to believe anything is possible? Read this book.*

**Michael Port**

**Author of Book Yourself Solid**

*Millennial Leaders is an awesome read about energy, enthusiasm, adaptability, free creativity and blending generations. It's about the disconnect of generations and the reconnection process that is necessary to not only the young people of Gen Y, but also those who will work with them, try to mold them, and in essence grow with them. This book is a great tool for people of all ages to learn with a generation who is always learning.*

**Kim Madrigal**

**Executive Director, Boys and Girls Club of the Sandhills**

*What a relevant and significant work. As a Gen Yer, I can definitely identify with a lot of themes and ideas in this book. The authors mentioned having several "ah ha moments" about the way Gen Y works, but I must admit that I definitely had some myself as well! There were many points and suggestions that I can actually apply to my life and I found them to be both enlightening and helpful.*

**Andrea Combs**

**Student, Duke University**

*Millennial Leaders: Success Stories from Today's Most Brilliant Generation Y Leaders is an essential book for anyone who is interested in improving their bottom line by bridging the gap between the Gen-Ys, Gen-Xs, Baby Boomers, and even perhaps the traditionalists. This book is filled with inspiring story after inspiring story with applicable strategies that a business owner, employer, student, college grad, professor, or anyone craving success and better leadership skills can apply immediately.*

**Carol Dickson-Carr, Productivity Coach**

<http://power-edsolutionsinc.com/>

### **Outstanding!**

*This book brings leaders to the center line. It shows us all what kind of leadership that we have here with Y and the individuals within these pages. Amazing!*

*Eric Green - a.k.a. "The Digital Gangster" really hit me with his passion, desire and drive in the closing chapter. With these kind of characteristics that defines this Y generation then we're in very good hands, especially with this kind of leadership at the helm.*

*I recommend this book to anyone and everyone. I'm buying this for my mother who is a baby*



*boomer, who will love it!*

**Gregory T. Demario, Business Leader**  
**Boston, MA**

#### Relevant Links:

Millennial Leaders Website: <http://MillennialLeaders.com>

Millennial Leaders Blog: <http://MillennialLeaders.com/blog>

Bea Fields Companies, Inc.: <http://BeaFields.com>

Five Star Leader: <http://FiveStarLeader.com>

Video and audio samples: <http://www.edge-book.com/media-event-planners.html>

Bea Fields resume: <http://www.beafields.com/mediakit.pdf>

#### References:

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Contact information for references and additional references available upon request

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