

GOLDSTEIN

SPEAKING



MILLENNIAL

LEADERSHIP EXPERT

MEDIA KIT EDITION

VIEWPOINTS



Joel Goldstein is a Harvard educated professional speaker, best-selling author and consultant. As a speaker, he helps train, entertain and inspire leaders to reach their potential through keynote presentations, engaging workshops and interactive seminar lectures.

As a Millennial Leadership Consultant, Joel's clients have spanned from leading medical research teams to government agencies. He has been featured as an expert on Millennials behavior on television, newspapers and magazines.

As a speaker, Joel will bring you:

- Facts not fiction.
- Amazing insights for your enterprise.
- Insight on how to transform in the midst of change.
- Leadership training based on hundreds of interviews.
- Customized content to help you meet your event's objectives

The future growth of your market position depends on thinking smart, creating distinctive value, and delivering on your brand message. Smart thinking is the only true differentiator, the ability to cut away the clutter to clearly identify and execute on purposing your product and service to the highest changing needs of your customer, member, donor or patient.

Royal Caribbean has been able to revolutionize the cruising industry. Dell computers have been able to take their online customization tools and revolutionize the enterprise PC market.

Both used smart thinking to create distinctive value that drives market leadership.

Over 20,000 professionals around the world have used Joel's insights to repurpose and create a distinctive multi-generational leadership development program for their business.

Joel's approach to strategic hiring, training and leadership development has created a high level demand not only for his ability to strategically think, but to present that prudent initiative to all levels of the organization, including suppliers and potential customers.

As a leading expert in Millennial leadership, Joel has been featured on TV, Radio and has been referred to as "one of his generations thought leaders" by *Entrepreneur Magazine*.

BEHIND THE SCENES

AMERICA'S GENERATIONAL STRATEGIST

Joel's clients refer to him as "America's Generational Strategist". He has been featured as an expert on MSNBC, Fox News and CNN. Joel's blog has been cited as a Must Read by INNOV4TIVE and followed by more than 30,000 professionals through Social Media.

Hire Joel to create engaging:

- Corporate Leadership Audits
- Millennial Leadership Training
- Employee Retention Programs
- Generational Leadership Workshops
- Multi-Generational Leadership Development



GOLDSTEIN'S BACKGROUND

Joel Goldstein developed his experiences in business as a young entrepreneur. He was able to develop and successfully exit his first startup before he graduated from high school. With entrepreneurship in his blood he became a marketing consultant to some of the world's most visited websites making a name for himself as the Google Guru.

He published his first book "A Professional's Guide to Social Media" at the age of 26. The book quickly became a "best seller" on Amazon within the first month, and is now in its third revision.

Joel's second book "Start from Success" quickly rose to the #1 best selling business book on Amazon within the first week of its release. Through his study of successful entrepreneurs and innovative businesses while researching for the book, he began to realize that there is a generational leadership gap developing among enterprise level companies.

As a consultant, Joel met has met with hundreds of business leaders developing strategies to train, retain and develop future leaders. Joel began to research and write his third book, the "Millennial Leadership Manual" in 2013. Joel developed this book to share the trends and insights that pioneering executives have successfully employed when working with the Millennial generation.

With a certificate in management from the Wharton School of Business, Joel has been able to apply managerial principles from the classroom to the boardroom. Not the typical ivy league student, Joel has pursued extraordinary adventures such as deep sea diving, running with the bulls in Spain, and spelunking through ancient caves in Israel.

Joel has had the extraordinary privilege of speaking around the world for associations, corporations and prestigious universities on Millennial leadership.

KEYNOTE



Joel is an expert on Millennial Leadership and Communication. His keynote presentations combines humor, education and amazing insights into a generation that communicates through technology.

As your keynote speaker, Joel will customize his presentation to fit the theme of your meeting or event. He will use your company's humor, culture and key message to reinforce your event's topic.

During Joel's presentation he will provide:

- Information that is fun and easy to understand
- Key takeaways to reinforce your event's key message.
- Important insight into communication & leadership when working with Millennials.
- A fresh yet experienced presence on the stage that will bring your audience to their feet!

Joel's speakers fee ranges from \$5,000 - \$8,000 for Keynote Engagements depending on travel time and availability. Contact his office today (407) 792-0644 for a quote.

Keynote Speech Examples

The Millennial Shift) An engaging look into why Millennials can't sit still.

This is a leadership gap occurring in workplaces around the world. As a manager it is important to understand the strengths and weaknesses of the upcoming Millennial generation. The Millennial Shift will both educate and entertain your audience on how to understand the next generational movement.

Why Millennials Won't Buy From You) Learn the 5 secrets to selling to Millennials.

Gen Y will outspend Baby Boomers by 2017. Millennials have put off purchasing large ticket items longer than any previous generation. How will you establish your brand to this entitled generation? Joel will walk your audience through the 5 secrets to selling your products to the Millennial generation.

Developing Evangelists not Employees) Learn how to develop a culture of Cool.

Millennials offer a unique value add to today's workforce. They offer unique skills and valuable ambition, however they can be difficult even for the most seasoned managers to control. With the average Gen Y employee changing companies every 2 years, it is essential for innovative companies to Train, Retain and Develop these future leaders from within. Joel will show you how to empower these young executives to lead.

WORKSHOPS

Millennial Awareness Workshop (MAW)

The MAW prepares managers, executives and corporate stakeholders to understand the shift of the most recent generation in the workforce, how to empower them to lead and effectively communicate with them.

Each Workshop Will Be Customized to Your Meeting:

- Millennial Awareness Workshop
- Millennial Communications Workshop
- Millennial Team-Building Strategies Workshop

Joel's Workshop Fee's Range from \$1,500 - \$4,500 depending on length, travel time and availability.



SEMINAR

Millennial Leadership Seminar (MLS)



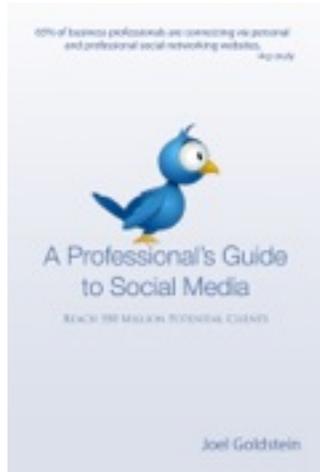
Millennials learn differently from other generations. They require freedom, yet demand structure and guidance. The role of a leader is essential to managing teams of Millennials. This seminar teaches executives and managers to step up and become leaders of their Millennial teams.

Each Workshop Will Be Customized to Your Meeting:

- Millennial Leadership Seminar
- Leadership Development Seminar
- Millennial Leadership Skills Development Seminar

Joel's Workshop Fee's Range from \$1,500 - \$4,500 depending on length, travel time and availability.

JOEL'S GAME CHANGING BEST-SELLERS



A Professional's Guide to Social Media

A long standing best-seller and used as a textbook by universities, A Professional's Guide to Social media shows actionable steps on how to use Social Media to generate an online base and grow your business.



Start From Success

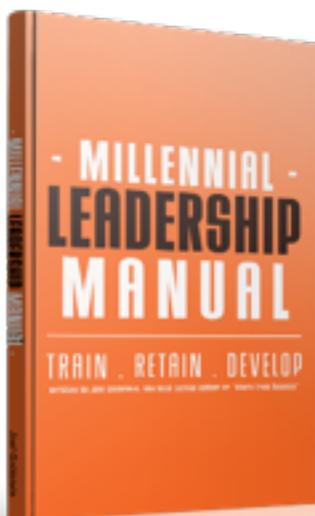
Test Before You Invest

Every entrepreneur starts with a great idea. How do you know your idea has what it takes to become a profitable business? Start from Success is a straight forward step by step process to Test your idea before you Invest in it.

Coming 2014

MILLENNIAL LEADERSHIP MANUAL

Train . Retain . Develop



Today's work force generally incorporates many generations that work together. Companies and organizations that embrace this generational diversity create of sense of generational synergy in the workplace.

The Millennial Leadership Manual offers insight into how Millennials perceive the workplace, ways to attract these creative professionals into your company. This book will also offer insight into keeping Millennials productive and vested while developing within your company.

THEIR WORDS

“Goldstein helped shape the future of the Toro Company as a value product and moved us away from price competition!”

– Ken Melrose CEO, Toro Company

“You whipped some serious energy and thinking into the room! I really enjoyed it!”

– Senior Editor, Fast Company Magazine

“Your lively presentation was just perfect! It got energy flowing and gave everyone real substance to “chew on”. At least four of the six client companies took your questions to heart and incorporated your message into their plans on moving forward.”

– President, RSM McGladry

“Your message was perfect and we appreciate the time and effort you took to customize the presentation to the audience. Without a doubt you were the highlight of the conference.”

– Hardwood Manufactures Association

“The lessons Joel shares are very applicable and must be understood in a world where ‘one size no longer fits all.’”

– Marriott Hotels

“We can’t thank you enough for the important contribution you made to our meetings. Our entire organization has gone back better prepared to meet the challenges of today’s competitive world.”

– Hormel, former CEO Dick Knolton

“Thank you for being such a key ingredient to our very successful dealer meetings. Your message was thought provoking and your delivery style motivated our dealers beyond expectation.”

– Larry Marsh, Coleman/Fleetwood

“Thank you for an excellent presentation. We always know we’ve hit a winner when we hear pieces of the session over the next few days.”

– Petroleum Equipment Institute

“The true credibility of a speaker is how well they know their audience. This is perhaps the single most important element to a speaker’s success and it is here that you really did your homework!”

– Raynor Garage Doors

“Add us to your list of ‘more-than-satisfied’ clients!”

– Association of Home Appliance Manufacturers

“Your professionalism and dedication to making both programs so strong and helpful for our members was greatly appreciated. I truly can’t say enough about how pleased I am to have you as a speaker for us.”

– National Association of Music Merchants

“Joel Goldstein showed us how to turn our dealership into an Enterprise marketing effective to key Ag Customers.”

– Owen Palm, 21st Century