



eric chester

GENERATION WHY

*preparing teens for the real world.  
preparing the world for a new generation.*

**(NOT TO BE READ AS AN INTRODUCTION)**

Ready or not world, here comes Generation Why. And they're not politely knocking – they're breaking down the door. Don't confuse them with the much-discussed Generation X. Gen Whys (those born after 1980) are entering the workforce – and society – with a whole new set of attitudes, values and beliefs. Clearly, America is baffled.

Eric Chester is the premier expert on Generation Why; in fact, he coined the term. Since 1986, Eric Chester has been speaking to, and working with Generation Why youth. He has personally addressed more than two million teenagers and is dialed-in to the mindset of this burgeoning generation. He frequently appears on national media (Good Morning America, MSNBC, FoxNews, CNN, Canada AM, etc.) to provide insight and perspective to concerned adults.

Eric is also in high demand as a keynote speaker and consultant by companies and organizations that employ and market to Generation Why and by America's leading educational and parent associations. He presents programs that enable adults to more effectively manage, motivate, and understand the youth of America. A sampling of his clients include Toys R Us, International Dairy Queen, Six Flags Amusement Parks, Arby's, The Society for Human Resource Managers, and Discover Card Financial Services. His latest book "Employing Generation Why - Understanding, Managing, and Motivating Your New Workforce" is a must read for business owners, managers, and executives everywhere.

Eric's greatest depth of experience with Generation Why, though, comes from his critical role as father/stepfather to four Gen Why youth. He lives "in the trenches" each day, offering assistance to prepare his two sons and two daughters for the changing world they will help to mold.

Eric has earned a Masters degree in education from Northern Arizona University and holds the prestigious CSP (Certified Speaking Professional) credential awarded by the National Speakers Association, its highest earned designation. Married and living in Lakewood, Colorado, Eric serves as the president of Generation Why.

