



California State University
SAN MARCOS

THE CENTER FOR LEADERSHIP &
MENTORSHIP BUILDING PRESENTS

Ed Jenks

"Leading the Next Generation:
Strategies the Work"



March 1, 2018

7:30am-9:30am

CSUSM

McMahan House

333 S. Twin Oaks Valley Rd.
San Marcos, CA 92069

- 7:30-8:00am
Networking and
complimentary
breakfast
- 8:00-9:15am
Ed Jenks' presentation
- 9:15-9:30am
Q&A

Register @
csusm.edu/coba/events

Ed Jenks is Senior Consultant and Chief Strategist of The Jenks Group, Inc. and author of *CEO Point Blank: Straight Talk for CEOs, Business Owners, and Entrepreneurs*. In his presentation, you will learn the best practices for managing the latest and youngest generation in the workplace. As what he calls the "Game Changing Generation", they are frustrating, they are bold, and they can become experts overnight. Though they won't work a traditional schedule and it can be a challenge to reach the top of their inbox, he will explain why they are THE most fun group he has had the opportunity to work with. Call them Millennials or Gen Y or Z, but he will teach you how to harness their potential and why it is essential to your success as a leader!