

By 2020, Millennials will make up **40% of the workforce.**

Nashville's Millennial growth rate is among
the nation's highest.

2020

Millennial Game Plan

C O N F E R E N C E

OCTOBER 31, 2014 8:15 A.M.–12:30 P.M.

EMBASSY SUITES CONFERENCE CENTER, MURFREESBORO, TN

MAXIMIZING MILLENNIAL ENTREPRENEURSHIP AND INNOVATION

KEYNOTE SPEAKERS

Matt Thornhill and John W. Martin / *GenerationsMatter*

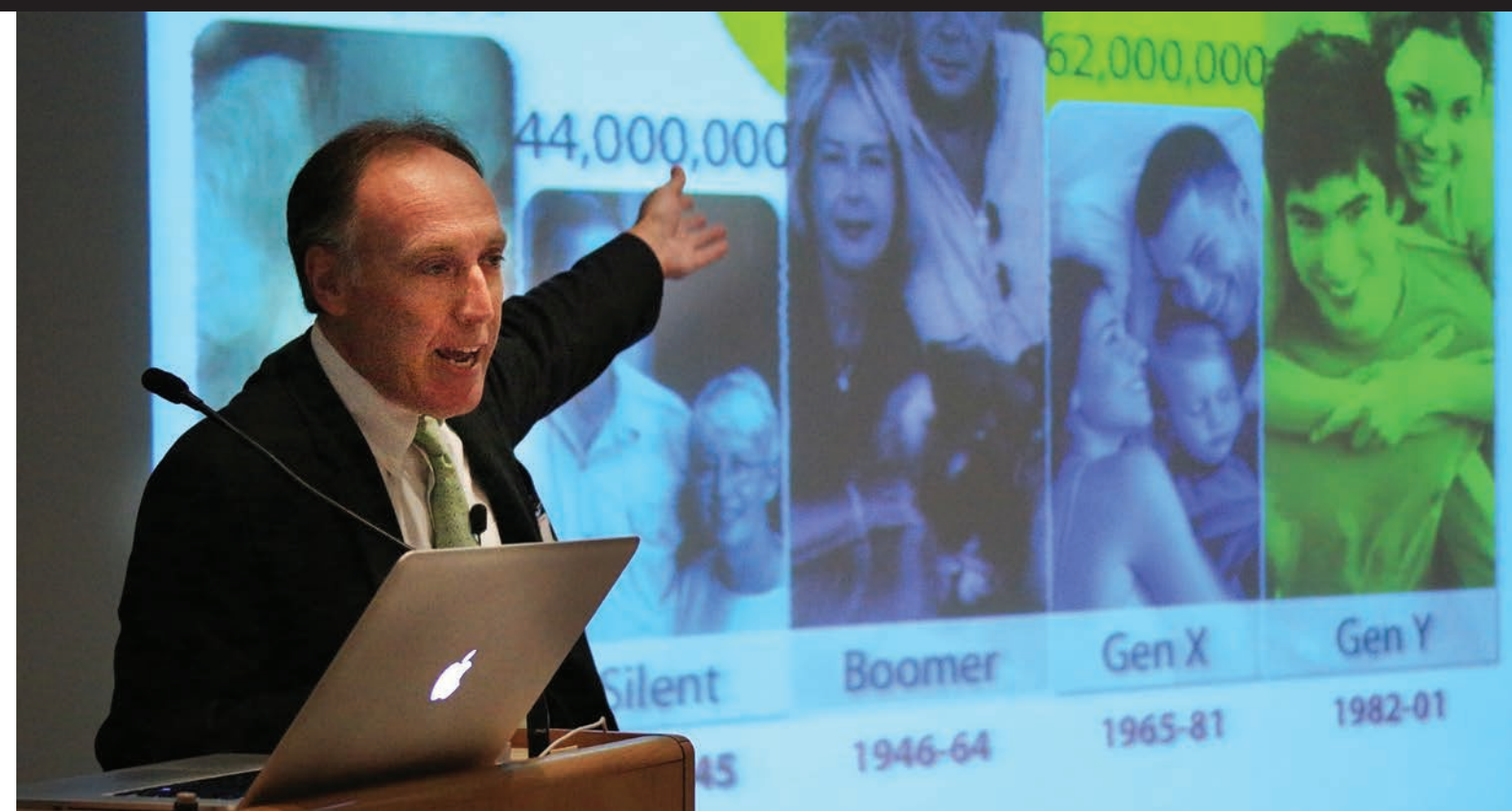
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MAXIMIZING MILLENNIAL ENTREPRENEURSHIP AND INNOVATION

- 7:30–8:15 **Breakfast and Networking**
- 8:15–8:30 **Opening Remarks:** Dr. David Urban, Dean, Jones College of Business, MTSU
- 8:15–9:15 **Keynote: How Millennials Are Reshaping Corporate America**
Matt Thornhill, GenerationsMatter
- Importance of applying a generational lens to decision making.
 - Overview of all generations with emphasis on Millennials—who they are and why.
 - Impact: changes everywhere—workplace, economy, innovation, and marketplace.
 - Millennial implications for the workplace: attracting and retaining, being a purposeful organization, the role of volunteering.
- 9:15–10:00 **Keynote: How Millennials Are Reshaping Nashville's Economy and Millennial Future**
John Martin, GenerationsMatter
- How Millennials are redefining community.
 - Millennial implications for economic development—placemaking trumps business recruitment.
 - How the Millennial “creative dividend” drives cities today and in the future.
 - What this all means for the economy and regions like Greater Nashville.
 - Greater Nashville's performance relative to other cities in Millennial placemaking.
- 10:00–10:20 **Break**
- 10:20–11:20 **Keynote: How Millennials Are Reshaping Innovation and Entrepreneurship**
John Boyens, The Boyens Group®
- What does entrepreneurial spirit mean? How can it relate to innovation within big and small companies—not just the start-up?
 - How will Millennials help increase entrepreneurship?
 - How can organizational leaders create the environment/atmosphere to enhance innovation?
 - What specific action steps are crucial to successful implementation?
- 11:20–12:15 **Panel Discussion: Millennial Innovation and Entrepreneurship**
Facilitator: John Martin, GenerationsMatter
- What does all of this mean? Key takeaways.
 - Questions from the audience to panel members.
- 12:15–12:30 **Closing and Wrap-Up:** Dr. David Urban, Dean, Jones College of Business, MTSU

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Matt Thornhill • Founder and President, GenerationsMatter

Matt Thornhill is considered a national authority on generational dynamics at work and in the marketplace. His opinions and insights are sought by media around the world including NBC, CBS, CNBC, *BusinessWeek*, *TIME*, *Newsweek*, the *New York Times*, the *Wall Street Journal*, and *USA Today*. Matt has spoken at over 200 events in the U.S., Canada, Spain, Brazil, and Panama to audiences of 2 to 2,000. He conducts training and workshop sessions at corporate events to help organizations better understand how generational dynamics are shaping the future of work. Before partnering with Southeastern Institute of Research (SIR) to bring the Boomer Project to life in early 2003, Matt enjoyed a 23-year career in advertising with Ogilvy, Bates and The Martin Agency. Besides overseeing research and consulting work for clients, he is co-author of *Boomer Consumer* and writes a monthly syndicated column on generational issues. Follow Matt via Twitter @GensMatter.



John W. Martin • Founder and CEO, GenerationsMatter

As CEO of GenerationsMatter and president and CEO of SIR, John provides strategic guidance to both organizations. John was the inspiration behind broadening the Boomer Project to include study of all generations. John spends much of his time on the road giving presentations and seminars to audiences across the country. Before joining SIR, John led the marketing efforts of PBM Products, a multinational company that developed and distributed store brand and national brand product lines of infant formula.



John Boyens • Co-Founder and President, The Boyens Group®

John Boyens is a sales productivity expert and business strategist. He leads The Boyens Group®, a sales and management consulting and training firm trusted by customers worldwide to help them increase the productivity of their sales, service, and marketing teams, improve the effectiveness of their management team, and optimize their business strategy with custom-designed programs. Since forming The Boyens Group®, John has interviewed and coached over 25,000 salespeople, sales leaders, and business executives from a variety of industries worldwide. In addition to his best-practices research, he has interviewed over 3,500 companies and asked them to describe the best salespeople they ever encountered and what it was that set them apart. The firm enjoys a track record of documented successes including helping their customers sell bigger deals faster, improve the size/quality of their pipelines, increase the number of salespeople at or above plan, and grow market share. John is the author of *Creating a Productive Selling Zone* and *Sell Bigger Deals Faster*.