



The Employees-First Approach



According to a recent Dale Carnegie study 75% are disengaged from their employers. Odds are your organization is one of those employers unless management is actively mentoring staff every single day. A tough task especially today given time challenges and economic conditions forcing very narrow and stressed organizational charts. It is possible, however, and it starts with an “employees-first” mentality.

What You Will Learn

- **Building an “employees-first” culture.**
- **How to get everyone involved.**
- **Speaking the language of engagement, not management.**
- **Looking past the stereotype of Millennials when mentoring.**
- **Marketing internally first.**
- **Turning employees into brand ambassadors.**

Who Should Attend

- **CEOs and executive staff**
- **Frontline supervisors and managers**
- **Marketing professionals**
- **Human resources professionals**

About Your Facilitator

Ken has more than 20 years of experience in helping organizations make money, save money, and survive internal challenges and tough economic conditions.



As a facilitator for training and strategic planning sessions and an expert in brand concept, marketing and management, Ken has helped hundreds of organizations since 2001. In addition to his career of working with CEOs, CFOs and COOs, he has also served as an executive of three different financial institutions throughout the country and has assisted many small- to medium-sized businesses to reach new levels of effectiveness.

Ken is also a co-founder of the Police Officers' Credit Union Conference and author of *The Pocket Guide to Strategic Planning: The 90-Day Quick Fix for the Business Owner or Manager* and *The Strategic Planning Workbook and Guide for Financial Institutions*. His articles have appeared in many trade publications including *The Credit Union Journal* and *ABA Bank Marketing*. Born and raised in Chicago, he earned a Bachelor of Science in Finance and an MBA in Entrepreneurship from DePaul University as well as a Certificate in Integrated Marketing from the University of Chicago.