



Why worry about a future with millennials ...  
when you can create one?

*“Create a future with millennials, OR  
millennials will create a future for you.”*



## **KENT J WESSINGER, PHD**

STRATEGIC ENTREPRENEUR, EDUCATOR, AUTHOR, KEYNOTE SPEAKER

Are you forfeiting growth because you're straining to be relevant to your millennial customer base? Are you hemorrhaging your millennial workforce or struggling with millennial talent acquisition? If so, what information are you using to prepare for a future with millennials? Dr. Kent Wessinger developed a comprehensive research tool that equips leaders with accurate realities and a future of growth with millennials. Having over 25k participants in the project, the project contrasts the firsthand voice of millennials to the firsthand voice of baby boomers/GenX in order to minimize the conflict and utilize the creative influence of millennials.

Kent is the CEO of the create2elevate research lab and an M.B.A. faculty member at Galen University in Belize. He has a PhD. from Prescott College in Sustainability Education with a research emphasis in economic sustainability within structures suffering from migration; a Masters of Arts in Practical Theology from Regent University; and a Bachelors of Science in Business Management from Kennesaw State University.

### **Publication(s):**

*Bridges over Ladders: Create a future with millennials, OR millennials will create a future for you.* c2e press: Athens, Ga.

*The relationship between socioeconomic crisis and creative practice in the Caribbean: A path to sustainable growth.* Routledge: London, UK.

