Looking for an innovative, music-filled, and fast-paced workshop or keynote presentation? This could be your answer! Now taking training dates for 2016-2017 – but please contact us soon as our calendar is filling fast with sporadic dates still remaining!
THE MILLENNIALS:
- WEEBLES, SCRILLA, STEEZY, & SWARMING!
YOUTH CULTURE 2016 AND WHAT EVERY ADULT NEEDS TO KNOW ABOUT THIS POWERFUL GENERATION

This fast-paced and highly interactive keynote presentation can be custom-tailored to the conference audience. With over 15 years of training to over 150,000 adults and youth, Leading To Change speakers are well-versed to bring a high-energy, comedic, motivational, thought-provoking, and most importantly, catalytic (i.e. now let’s go DO SOMETHING with this information) presentation for your conference.

"The Millennials" presentation includes:
- Millennial Trends Matrix
  (Table/Group Competitions)
- Name That Tune/Jam/MP3
  (Old School vs. New School)
- Cool-Hip-Solid-Phat-Tight Bingo
  (Based On Current Youth Terminology)
- Over 30 different media and social science references & real-life examples

For more information on “The Millennials” Keynote Presentation or any of Leading To Change training services, please visit www.LeadingToChange.com or contact us at the e-mail or phone number listed below!
GOOD MORNING!
Welcome to the 2015 NC Youth Engage Summit!

Presented by Eric Rowles (CEO) – 11/6/15 – INFO@LeadingToChange.com

Tools & Takeaways
HMB, 13 Minutes, & Your 6-Part Formula!

Presenter Backgrounds
• 40+ years in K-12 & higher education, OST, workforce development, health & prevention, corporate & non-profit,
• Roots in Juvenile Justice, Prevention, Education, WIA
• Developed/trained programs in 40+ states to over 150,000 adults and youth participants (600 trainings in ’14)

9815 Sam Furr Road, Suite 103
Huntersville, NC 28078
888 LTC-TRAIN (888 582-8724)
INFO@LeadingToChange.com
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TOOLS & TAKEAWAYS
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1200+ NC Youth Philanthropists • $600,000 in community funds
70,000+ service hours across 25 counties • www.NCyouthgiving.org
TOOLS & TAKEAWAYS
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HMB, 13 Minutes, & Your 6-Part Formula!

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MY REAL Value

HMB Strategy

Access Factor

Click Result

MY REAL Value

The Spot

Social Brand

MEDIA Hook

HMB Strategy

VALUE FOCUSED

Food?
Money?
Service Learning?
Probation/Restitution?
Travel?
Networking?

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TOOLS & TAKEAWAYS
HMB, 13 Minutes, & 6 Part Formula

Access
Physical level?
Emotional level?
Cultural level?
Spark? Ignite?

13 MINUTE ROLLER COASTER!

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TOOLS & TAKEAWAYS
HMB, 13 Minutes, & 6 Part Formula

EXPERIENCE
• What’s different?
• X-Box/Wii Factor?

LIFE SKILLS 101
Come learn about ways that you can be a more effective leader and member of your community
Tuesday afternoon, 4pm
TOOLS & TAKEAWAYS
HMB, 13 Minutes, & 6 Part Formula

Social Brand

got Skills?

Food, Finances, and Fun!
Tuesdays, 8pm • Room 175

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SOCIAL Brand

HMB, 13 Minutes, & Your 6-Part Formula!

YOUR MOVE

FREE FOOD • GREAT GAMES • REAL FRIENDS
MLK Middle - Youth With Power
2:30 – 4:00 • Room 1367

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SOCIAL Brand

THAT'S A HOMELESS ISSUE IN DENVER, AND URBAN PEAK MAKES A DIFFERENCE.

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Real life. Real change.
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#1 CULTURAL IDENTIFYING TOOL

- Music, Movies = Soundtrack to their engagement with you

CONNECT SUSTAIN ENGAGE

Poll Everywhere
How Poll Everywhere Works

HMB Strategy

MEDIA Hook

TOOLS & TAKEAWAYS
HMB, 13 Minutes, & 6 Part Formula

#YouthEngageNC Summit
November 6, 2015 | 9:00am - 3:00pm
Institute for Emerging Issues | Charlotte, NC

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Contact Information
Eric Rowles (CEO/President)
888 LTC TRAIN - 888 582-8724
info@LeadingToChange.com
PRINT SOURCES

Behind Closed Doors: About Teens, By Teens, For Teens (2013) - Reeves
Branded: The Buying And Selling of Teens (2011) – Quart
Creating Innovators: Young People Will Change The World (2012) - Wagner
Getting Wiser To Teens (2010) - Zollo
Generation Me (2006) – Twenge
I Felt Like I Was From Another Plant (1999) - Dresser
Millennials, Inc (2008) – Orrell
Letters To A Young Brother (2009) - Harper
Lies My Teacher Told Me (2009) - Loewin
Queen Bees and Wanna-Be’s (2004) - Wiseman
Swagger:10 Urgent Rules for Raising Boys in Thug Culture (2013) - Bloom
The Skin That We Speak (2008) – Delpit
Understanding Today’s Youth Culture (2005) – Mueller
What We Can’t Tell You (2005) – Cushman
Why Are All The Black Kids Sitting Together In The Cafeteria (2000) - Tatum

WEB SOURCES

http://www.cpyu.org - Center Parent Youth Understanding
http://www.ncyouthving.org - NC youth philanthropy network
http://www.oovoo.com - 12 person video chat
http://www.foursquare.com - GPS based social networking
http://www.txtsignal.com - SMS broadcasting services
http://www.ning.com - Private social networking site
http://www.phheed.com - Beyond facebook
http://www.crowdcontrolgames.com - Downloadable tools
http://www.wingclips.com - Downloadable video clips
http://www.hiddenbeach.com - Unwrapped music source
http://www.djarworm.com - Online dj mixed recordings
2015-2016 Resource Guide
(inevitably incomplete and obsolete... but at least it’s a starting point)

**AUDIO SOURCES**

Now Music Series/Wow Hits Music Series/Keep It Classic Music Series
Promo Only (limited to DJ’s) – subscription service w/ audio and video
Blender/Pollstar/Source/Spin/Vibe/Glide/Billboard/Relix/Rolling Stone
Itunes/Spotify/Plug.dj/Rdio/Urge/Emusic/Magatune/Blubster/SoundClick

**VIDEO SOURCES**

Almost Famous
American Pie (series)
Avengers (series)
Bend It Like Beckham
Bring It On/Step It Up/Raise Voice
Divergent (series)
Harry Potter (series)
High School Musical (series)
Hunger Games (series)
Juno
Lords of Dogtown
Lemony Snicket (series)
Mean Girls
Napolean Dynamite
Not Another Teen Movie
Saw (series)
Scary Movie (series)
Superbad
The Grudge (series)
Trainspotting
The Virgin Suicides
Twilight (series)
X-Men (series)