HiCue speakers
Higher Content & Inspiration



BEN CASNOCHA

Entrepreneur & Expert on the Future of Work, Author with Reid Hoffman of "Start-Up of You"

- Co-author of the #1 New York Times best-selling book The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career
- Founded Comcate, Inc., a leading e-government software company, at age 14
- PoliticsOnline named him one of the "25 most influential people in the world of Internet and politics"
- Businessweek named him among "America's top young entrepreneurs"
- The New Talent Pact: Reinventing the Employer-Employee Compact in an Entrepreneurial Age
- How to thrive in this new economic landscape. The key: learn to think and act like an entrepreneur

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Ben Casnocha is an award-winning entrepreneur and author from Silicon Valley. He is co-author, with LinkedIn founder and chairman Reid Hoffman, of the #1 New York Times best-selling book The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career. They are also authors of a forthcoming article in Harvard Business Review about how The Start-Up of You changes the compact between employers and employees. Casnocha has himself written for Newsweek, the American Enterprise Institute, NPR's "Marketplace," and the US State Department.

In addition to his writing, Casnocha is a technology entrepreneur. He founded Comcate, Inc., a leading e-government software company, at age 14. PoliticsOnline named him one of the "25 most influential people in the world of Internet and politics." He also incubates and advises Internet entrepreneurs at Wasabi Ventures. Businessweek named him among "America's top young entrepreneurs," and dozens of outlets have covered his work, including CNN, The Economist, and CNBC.

Ben's research and new book "The Alliance" is focused on creating mutually beneficial relationship between your organization and employees assuring retention, and results. As a seasoned professional in Talent Development, Human Capital and Human Resources, Ben delivers customized programs integrating proven methodologies, modern strategies, and technologies.

Ben Casnocha is an accomplished world traveler and speaker. He has spoken to tens of thousands of people around the world. He's traversed alleyways in Morocco, deserts in northern Chile, and busy streets in China. He has experience leading inspiring global conversations about entrepreneurship, careers, and the future of work.

TEMAS

Ben tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- Entrepreneurship
- Human Resources

- Employee Retention
- Career Development
- Intergenerational Issues

PROGRAMAS

The New Talent Pact: Reinventing the Employer-Employee Compact in an Entrepreneurial Age

If you want to recruit, train, and retain the best people for your company, understand this: the old employer-employee compact is dead. Stability doesn't rule. In today's entrepreneurial age, the best employees are not pledging lifelong loyalty to your company. Instead, they want to be "entrepreneurial" at work - and they'll readily leave if they don't feel like they are growing personally and professionally.

Don't shy away from this reality; embrace it. Entrepreneurial employees drive business success. These are the creative, adaptive superstars who make your company adaptive. Learn from Silicon Valley, which has long nurtured this kind of talent via a different sort of HR strategy.

In a seminar based on his forthcoming book from Harvard Business Review Press, the best-selling author and chief of staff to LinkedIn founder/chairman Reid Hoffman, Ben Casnocha, presents a revolutionary way to make a new people pact work for your company. You will learn:

- How to create a mutually beneficial relationship between your company and employees that's based on reciprocity - a two-way flow of value.
- How to craft 2-4-year "tours of duty" with your key employees that ultimately boosts retention.
- Why it's a good thing for your employees to keep their LinkedIn profiles up to date
- The surprising importance of a "corporate alumni network" - and how to form one for your own organization.
- The little things that Netflix, Amazon, LinkedIn, and others do to support entrepreneurial employees who want to take risks, grow their network, and build their personal brand while working a 9-5 job.

Every adaptive company has a 21st-century talent and HR strategy. Ben Casnocha presents a bold guide for building your own.

The Start-Up of You: A Blueprint for Thriving in Today's Challenging World of Work

Wages are stagnant. Global competition for jobs is fierce. Job security doesn't exist. The career escalator that used to naturally propel workers up the ranks in a corporation is now jammed at every level.

In a keynote based on his New York Times best-selling book with LinkedIn cofounder Reid Hoffman, Casnocha presents a blueprint for how to thrive in this new economic landscape. The key: learn to think and act like an entrepreneur. In other words, move up that jammed escalator by running your career like it's a start-up business: a living, breathing, growing start-up of you.

You don't need to start your own business, but you do need to adopt the mindset and learn the skill set of entrepreneurs. Why? Start-ups—and the entrepreneurs who run them—are nimble. They invest in themselves. They build their professional networks. They take intelligent risks. They make uncertainty and volatility work to their advantage. Professionals need the very same skills to get ahead in today's fractured world of work.

In this keynote, you will learn the Silicon Valley strategies that can jump-start your career. From crafting flexible career plans to building genuine professional relationships to finding breakout opportunities. This is a bold guide to thriving in a world where every professional must be the entrepreneur of his or her own life.

The Alliance: Managing Talent in the Network Age

The employer-employee relationship is broken. Managers face a seemingly impossible dilemma: You can't afford to offer lifetime employment. But you can't build a lasting, innovative business when everyone acts like a free agent. The solution: Stop thinking of employees as family or free agents and start thinking of them as allies on a tour of duty.

Based on Ben's recent New York Times bestselling book with Reid Hoffman,

founder/chairman of LinkedIn, in this keynote he explains how to recruit, manage, and retain the entrepreneurial employees your business needs to succeed in the networked age. You'll learn:

- What all innovative companies do with their best employees.
- Why it's possible to rebuild trust and loyalty with your employees even though you can't guarantee lifetime employment.
- How to manage employees who seek constant career growth by defining unique "tours of duty".
- Why it pays to empower your employees to build their personal brands and expand their professional networks.
- How to develop an employee value proposition that resonates with millennials.

Through keynotes and interactive workshops, this is the management and business framework that will help your company generate Silicon Valley-style innovation, delivered by one of the field's most engaging speakers.

Millenials at Work: Crossing the Generational Divide.

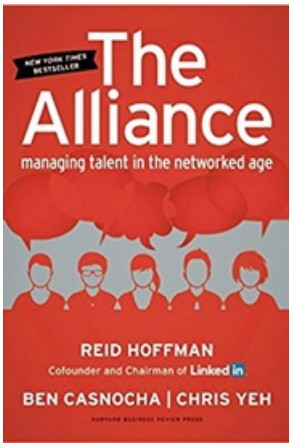
Today, four generations are in the same workplace at the same time. This is unprecedented. And it introduces a host of challenges and opportunities. You can't manage millenials the way you were managed. To bring out the best of your millennial employees, and to create a corporate culture where all generations can effectively work with each other, you need to rethink every aspect of how you recruit, manage, and retain employees. Ben's background makes him uniquely qualified to deliver this entertaining keynote: as "one of America's top young entrepreneurs" according to BusinessWeek he speaks credibly on his own generational dynamics while also drawing upon his leading corporate experience.

PUBLICACIONES

Libros



THE STARTUP OF YOU



THE ALLIANCE

CONDICIONES

- **Travels from:** California, USA
- **Fee Range:** Please Inquire