



MEDIAKIT

VIVEK IYYANI

Best Selling Author



Hi,

Here are some questions you can use for the upcoming interview with Vivek Iyyani. While I have provided you these questions for you to use, please know that Vivek is a professional and can handle any question you throw at him. So please feel free to go of script and ask any additional questions that may come up for you. In addition, I've included some other information that will make the promotion of your show a success.

Interview Prep Questions

1. What makes the Millennials different from other generations?
2. Why are the Millennials in Asia different from Millennials in the West?
3. Why do you feel that Millennials need to be empowered?
4. Why do Managers need to know about the Quarter Life Crisis that Millennials go through?
5. Why do Organisations need to build a Millennial Friendly Brand?
6. You talk about the 10 Fundamentals that help Organisations build a Millennial Friendly Employer Brand. Can you tell us more about that?
7. What are some trends that are happening now that is being highly supported by the Millennial generation?
8. Millennials are known to be settling down later in life. Why is that?
9. A lot of Organisations have started to market to Millennials. What are some of the best ways to reach out to this generation as a consumer base?
10. What are some future predictions you have for the Millennial Generation? What are some changes we can expect?

Promotional Materials for Vivek's Interview

This is how you prepare for the future as the future is Millennial

The world and the world of business are rapidly changing. There has never been a greater surge of youths (Millennials) entering the workforce. This has created a dramatic increase in competition, and it's causing many businesses and managers just like you to worry about the future success of their business and livelihood.

Those who continue to work and manage their team today the same way they did even a year ago are discovering it's only getting harder, more stressful, and less fulfilling. As the Baby Boomers retire, and as the Millennials start to enter the workforce and occupy leadership positions, it will be the Managers who understand this NEW GENERATION that will secure their position within their company.

In this compelling interview, Vivek will share with you the strategies for how you can become a manager that can lead, understand and collaborate well with the Millennial so that you don't suffer from attrition within your team.

Vivek Iyyani's Bio

Vivek Iyyani is the Founder of YOU Training & Development Singapore, a Leadership Training & Consulting Firm that has worked with multiple MNCs and SMEs to help them engage their Millennial staff. He has been featured on regional media such as Channel NewsAsia, as well as national media with Oli 96.8FM and multiple online blogs as well. His first book, Empowering Millennials - has been widely received by Millennials who felt lost on their identity and their career path. Vivek is currently working on his second book, How to build a Millennial Friendly Employer Brand - The Top 10 strategies to become the employer of choice amongst the young generation.

His extensive speaking schedule has taken him throughout Asia, to countries such as Singapore, Malaysia, Philippines, Indonesia and India and has earned him a global reputation as an expert in Millennial Management and Coaching. Vivek has spoken for top execs with Johnson & Johnson, DELTA Airlines and Lagardere, just to name a few.

In contrast to most professional speakers, Vivek's honest, humble and down to earth approach is surprisingly infectious. His personality and straightforward manner are perfect for Millennials who value Authenticity. He is not afraid to tell it like it is and shatters the negative image of Millennials that many carry as a form of defense. Instead, Vivek speaks to the Manager who wants to work better with Millennials within their team. He helps these managers get focused on building the right skills with tangible, proven strategies to manage the Millennial generation effectively within their company.

Introduction for Vivek's Interview

Our guest today is the Founder of YOU Training & Development - a training and development firm that has worked with multiple MNCs and SMEs to help them engage their Millennial staff. He has been featured on regional media such as Channel NewsAsia, as well as national media with Oli 96.8FM and multiple online blogs as well. His first book, Empowering Millennials - has been widely received by Millennials who felt lost on their identity and their career path. Vivek is currently working on his second book, How to build a Millennial Friendly Employer Brand - The Top 10 strategies to become the employer of choice amongst the young generation.

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One of the reasons I asked Vivek to be on the show today is because I really feel that his message speaks to the Leaders in Organisations that struggle with managing Millennials and understanding their point of view.

Ladies and Gentlemen, our guest for the show, Mr. Vivek Iyyani! Welcome to our program, Vivek!

Approved Promotional Photography and Artwork

The links below are for photography and artwork that you may use at your discretion

1. <https://drive.google.com/open?id=1VXupM3F4ncD3uJSuuG1oVoQ3Ht6UQXKJ>
2. <https://drive.google.com/open?id=1xbX-d3uMVE5JI-Xr5JhnhVe9VibeS4UN>
3. <https://drive.google.com/open?id=1xHpEdy6TIqdDRbyKVVgdYBTI7bAshy7p>

If you have any other questions, please feel free to contact us directly at 6226 2101 or at enquiry@youtraining.sg and we will be happy to help make this show as effortless for you as possible.

To your success,

Priya
Business Development Manager
YOU Training & Development Team

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