



Jennifer Way

National speaker, author and consultant on hiring top talent, career management and developing leadership.

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Let's Make Work Better!

Retention and personal career management go hand in hand. It's a philosophy that starts long before the hire. It's about your employment brand and how your managers live that out each and every day.

Leadership, Career Management, Employment Branding and Hiring Culture are some of Jennifer's most popular topics.

Jennifer explains how work ACTUALLY works— not just how it's supposed to work. Her keynotes, workshops and webinars have a conversational style.

She makes it a point to connect with her audiences both on and off the stage. Her sessions go beyond interactive; they're immediately actionable.

Together, we'll meet YOUR objectives to attract, grow and retain top talent.

Hear Jennifer Speak for LinkedIn

bit.ly/linkedinliveevent

Website

jenniferwayspeaks.com



**91% RATED HER
“FAR EXCEEDS OUR
EXPECTATIONS!”**

“91% of our attendees at Nissan North America rated Jennifer ‘exceeded or far exceeded our expectations!’ Now that’s impressive.” - *Arlene Carter, Co-Director of Professional Development, Nissan*



Selected Speaking Topics

Here's a list of topics from recent events.

HIRING TOP TALENT

- Employment Brand
- Consumer Candidate Behavior
- Creative Positive Candidate Experiences
- Strategic Interviewing
- Make the Most of Your Hiring Process
- Job Postings: Turn Your Recruiters into Marketers
- Leveraging the Hiring Process
- Using Social Media in Recruiting

LEADERSHIP PRINCIPLES

- Authority & Influence: How Things Get Done
- Communicate to Drive Action
- Handling Emotions at Work
- Build a Culture of Trust
- HR: Strategic Business Partners

RETENTION STRATEGIES

- Developing a Proactive Work Style
- Unleash the Power of Your Value
- Modern Work Rituals

Testimonials

“...captured by her use of real corporate examples”

“Jennifer’s presentation was uplifting and enlightening. She presented in a manner that was both humorous and entertaining while still getting her message across to the audience. She successfully captured them with her energy, use of real corporate examples and the truth of her messages and takeaways!”

- *Jodie Wait, AVP of Human Resources, RegionalCare Hospital Partners*

“The team is still talking about what they learned...”

“I was amazed and impressed by how quickly she assessed the team’s skill level and needs and provided an appropriate level of guidance, discussion and activities. The team is still talking about what they learned and practicing new methodologies every day. She understands cutting edge philosophies and values the use of technology.”

- *Christine Karaptian, Chief Talent Officer, Valassis*

“...the participants were able to grasp and use her tips.”

“Jennifer is a visionary leader. She’s a masterful writer, seminar leader and expert in the recruitment industry. Jennifer and I were on a panel recently where we discussed ways to leverage LinkedIn for your career. Her cogent insight and advice was extremely helpful, and the participants in the audience were able to grasp, and use her tips.”

- *Margo Rose, Founder of #HireFriday Weekly Tweetchat*



- Discuss the role of authority and hierarchy
- Explore different currencies that aid influence



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INCREDIBLE PRESENTER AND A THOUGHT LEADER

“Jennifer is an incredible presenter and a thought leader in talent acquisition industry. And she has a really unique way of articulating thoughts and concepts that we take for granted and explaining it in a way that really brings it to life”

Speaking Events

Need a keynote, workshop, panelist or moderator? Here's some of Jennifer's most recent events.

CORPORATE EVENTS & PROGRAMS

- #LinkedInLive for LinkedIn
- CareerBuilder
- Nissan DRIVE Program
- Regional Care Hospital Partners
- TheGeneral
- Honda
- Ethan Allen
- Adventist Health System
- ADP
- HCA
- Dr. Pepper
- and many more...

ASSOCIATION EVENTS

- National Keynote for The National Association of Women MBA's
- American Advertising Federation
- Society of Human Resource Management (SHRM)
- Nashville American Marketing Association Chapter
- American Society for Training and Development (ATD) Day of Learning
- Talent Acquisition Networking Source (TANS) Conference Keynote Speaker
- MBA Women International Chapter Launch
- Tennessee Association of Colleges & Employees
- Women in Financial Services
- Healthcare Financial Management Association

UNIVERSITIES & COLLEGES

- Vanderbilt Prevail Conference
- Belmont University Massey School of Business Orientation(s)
- Western Kentucky University Career Day Conference
- Lipscomb University Panel Discussions
- Princeton University Hiring Efficiency

About

Jennifer Way is a national speaker and consultant on hiring, developing top talent, and building personal career management strategies.

Her passion is highlighting people's unique skills and abilities so they can express those skills through their work.

She is the founder of Way Solutions, an HR consulting firm that aligns retention strategies with personal career management. Her clients include CareerBuilder, Nissan, Disney, Microsoft, HCA, and many more. Prior to her current company, she served at marchFIRST, KPMG, and led field recruiting for Dollar General Corporation.

Jennifer frequently speaks, blogs and consults on behalf of CareerBuilder. She authored several of their learning solutions and often facilitates workshops on their behalf.



**JENNIFER
WAY**

Jennifer's book, *Caffeinate Your Career*, is a collection of career management activities to pair with your morning coffee ritual, which can be reserved at www.caffeinateyourcareer.com/reserve

Let's get started!

Call +1.615.227.4700 to schedule and book Jennifer Way for your next speaking event, or you can email Jennifer at [***jennifer.way@waysolutions.com***](mailto:jennifer.way@waysolutions.com)

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