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Entrepreneur; Co-Author of *The Alliance: Managing Talent in the Networked Age*

<http://www.kmprod.com/speakers/speaker-ben-casnocha>

## Bio

Speaker Ben Casnocha is an award-winning entrepreneur and author from Silicon Valley. *BusinessWeek* named him "one of America's top young entrepreneurs," while *PoliticsOnline* called him one of the "25 most influential people in the world of internet and politics." The co-author of both the #1 *New York Times* bestselling book *The Start-Up of You: Adapt to the Future, Invest in Yourself, and Transform Your Career*, and the newly released title, *The Alliance: Managing Talent in the Networked Age*, Casnocha speaks about entrepreneurship and the future of work, and empowers all who hear him to take control of their professional trajectory. [morelink]

## Topics

### **The Alliance:**How to Manage Talent in the Networked 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. [morelink]

## **The Start-Up of You: Transform Your Work and Career with Entrepreneurial Thinking**

The career escalator is jammed at every level. Unemployment rates are high. Creative disruption is shaking every industry. Global competition for jobs is fierce. The employer-employee pact is over and traditional job security is a thing of the past. [morelink]

## **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. [morelink]

## **LinkedIn and the Networked Age: What It Means and Where It's Going**

We live and work in the networked age—the social networking era is just getting started. Ben argues that “network literacy” is the new type of literacy that counts. He explains the hidden power of LinkedIn and other social media, but more importantly, provides a sophisticated perspective on how people networks shape everything we think and do—and how to leverage those networks to solve important business and career challenges. [morelink]

Ben Casnocha is represented by K&M Productions. For more information, [fees](#), Ben Cosnocha's speaking schedule and [booking Ben Casnocha, contact us](#).