Generation Z & Alpha Expert, Bestselling Author

Felix Behm

Felix Behm is an expert on Generation Z and Generation Alpha, a keynote speaker, and a bestselling author. For more than ten years, he has been showing companies how to not only attract, develop, and retain young people as employees and trainees, but also how to inspire long-term loyalty among them as customers. His presentations bridge the gap between the lives of young people and the key challenges facing companies: recruiting talent, leadership, training, employer branding, marketing, sales, and customer loyalty. Felix Behm explains why young target audiences make decisions differently, what builds trust, and how companies can remain relevant—without…

Topics

- Change Management
- Education
- Leadership 4.0
- Next Generation

Languages

- German

Details & contact information

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