Media Kit

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• Millennials and CEOs need to communicate to shape our future. Our mission is to preserve the business knowledge of Baby Boomers for Millennial leaders.

• Through our podcast, we will reach emerging Millennial leaders and current Executive leaders. This podcast will be a gateway to the insights, stories and wisdom needed to become the next CEOs and leaders in America and around the world.
Our Plan

We are hyper-focused on activating our mission. We are starting with research of Baby Boomers and Millennials while working to understand where they are today and where they want to be. First of all, it starts with building a great network of CEOs who are willing to share on our platform. Most of all, this allows Millennials to have one place to get a seat at the table. Baby Boomers have helped build the foundation that Millennials are standing on, therefore we must learn to highlight and celebrate their accomplishments.

This platform will do just that! We want Millennials to learn the value of a Boomer because the only way to do that is to build conversations for understanding.

Our Approach To Connecting Millennials and CEOs Is Simple

Our podcast launched April 2017. With the wind at our back due to the resounding support and dedication of CEOs who saw the vision and helped us conduct interviews. These interviews are available through our podcast. These interviews provide the mindset of what leadership sees right now and furthermore what it will take to become the next leaders. As we talk with CEOs, they provide our audience with actionable resources and tools. As our audience of Millennials and CEOs grow, we build a tribe of those who care about seeing the generational transfer becoming a success. Those with power and influence help shape and cultivate our tribe into a real force in social media and embedded in the companies where we work today. Hence, we will execute our plan to release a one-day workshop that gives companies the opportunity to take the conversation further through training. This aides in our research and loyalty building strategy.
About Chris

Chris Williams

Chris is a professional keynote speaker and the host of High Level Wisdom For New Generation Leaders. His passion is to see organizations create a breathable, healthy culture so that everyone benefits.

Chris started this podcast to bridge the gap in organizations between Baby Boomer leaders and emerging Millennial leaders. With CEOs around the country, Chris explores what Millennials need to know in order to compete at high levels.
CEO Appearances

1. Paula Chiocchi  
   Outward Media Inc
2. Brad van Dam  
   Marich Confectionary Company
3. Jim Tolbert  
   Vista College
4. Chris Falco  
   Falco Suit
5. RJ Kelly  
   Wealth Legacy Group Inc
6. Dale Richards  
   Excel Mgmt. Systems
7. Mike Zani  
   The Predictive Index
8. Lars Helgeson  
   Green Rope
9. Laura Youngkin  
   The Brave Millennial
10. Alison Bloom Feshbach  
    Know Your Crew
11. Richard Goeglein  
    Harrah's Casino
12. Mark Fingerlin  
    Northstar Advisors Inc
13. Andrew Sykes  
    Habits At Work
14. Paul Powers  
    Zoozler LLC
## Target Market

### Millennials
- **Age**: 25-35 yrs of age
- **Median income**: $55,000
- **Education**: Undergraduate to Professional degrees
- **Career Level**: High functioning individual contributors-mid level management

### Baby Boomers
- **Age**: 53-64 yrs of age
- **Career Level**: Chief Executive Officer- Executive Level
- **Company Size**: Mid to large size with national and or global business

### Listener demographics
- **Country**
  - United States
  - Japan
  - Germany
  - United Kingdom
  - Italy
  - Philippines
  - France
  - Serbia
  - Canada
  - Others
Here we grow!

Platforms

April-June 2017: 51% average monthly growth
Engage with Us

Speaking

Our host and Millennial Advisor, Chris can provide tremendous value to your team and organization through keynote speaking, motivational and training as needed.

High Level Wisdom Workshop

If you have senior leadership and selected emerging leadership within your organization, Chris and his team can provide you with a 1 day workshop that will shape the relationships of Baby Boomers and Millennials.

Consulting

While this is not our main priority, we will consider these engagements. This requires a real dedication to change and willingness to work on the part of the leaders in order to see results. This is a custom offering that can be a mix of strategy development, go-to-market planning, speaking, coaching or training.
Live Read Packages

First Option $580
• A 45 second mid-episode endorsement from the host(s), either pre-written or improvised on your discretion.

Second Option $1250
• ex: “This episode of High Level Wisdom For New Generation Leaders is brought to you by *your company here* + company slogan / personal recommendation
• A 45 second mid-episode endorsement from the host(s), either pre-written or improvised on your discretion.
• A written endorsement spot on each episode’s post on website and as well as a personalized written endorsements on social media posts.
• Episode exclusivity (no live-reads for or endorsements of any other products will be performed during a sponsored episode)

Third Option $2500
• Exclusive advertising rights to the podcast(s) of your choice
• 15 second pre-roll presenting sponsorship: ex: “This episode of High Level Wisdom For New Generation Leaders is brought to you by *your here* + company slogan / personal recommendation” host(s), either pre-written or improvised on your discretion
• An additional 15 second post-roll presenting
• Spot on each episode’s post, as well as a personalized website endorsements and social media posts.
• Episode exclusivity (no live-reads for or endorsements of any other products will be performed during a sponsored episode or any other episode of the podcast for the duration of the sponsorship)
• Social media account links to your company’s site in the description, and episode announcements across all social media platforms include links/tags to your company’s website/social media account(s)
Frequently Asked Questions (FAQs)
FAQ

How do you find these CEO’s?

We are constantly searching through our networks and referrals. We also find great CEOs through online and personal connections as well. As we grow, we hope that more CEOs will come to us in order to help continue the conversation.

As a CEO, I want to participate, what do I need to do?

Send us an email at info@highlevelwisdom.com. Let us know about your journey, the company you work for and size and products or services it offers. We will then review the information and set up an initial 30 minute call in order to discuss further and see if it will be a good fit for you, us and our audience. You can participate in two ways, the interview for the podcast, suggesting a book for emerging leaders to read or joining our list of CEOs who engage in our “Ask A CEO” segment. This is an opportunity to answer questions that come in to us from our audience geared towards CEO’s.
FAQ

Can I suggest a CEO for the podcast?

Yes! Send us an email with some background to info@highlevelwisdom.com

I’m a CEO but I’m a Gen X or Millennial, how can I participate?

We’re glad you asked. Share with us some background about your company and your reasons for wanting to participate.

Our team will evaluate on a case by case basis and reach out to you.
I want to book Chris to speak at our event or company, how do I get in touch with him?

It’s an honor to share and help add value to your company. Please send a direct email to Chris@highlevelwisdom.com and let him know a few days and time that work best for an initial discussion of the outcomes you are seeking for the event.

We are a brand and would like to explore a partnership, how can reach you?

As an influencer in this market, we are always open to exploring how we can work with brands, products and or services that provide value for our audiences. Send us an email to info@highlevelwidsom.com. Click here for ad space or sponsorship details.