

# STEVEN ROBERTSON

AUTHOR | SPEAKER | BUSINESS LEADER



Steve Robertson is the CEO of [Bold-Education](#), an organization specializing in youth-to-adult programming that turns curiosity into passion and skill. Having worked with youth from around the globe for almost 25 years, Steve is also a generational expert specializing in Gen Z, Millennials and Alpha Gen.

*"This amazing generation has such untapped potential. My goal is to provide education and guidance on how working with Gen Z's differences and leveraging their strengths can yield the largest return for a more productive and harmonious home, classroom and/or workplace."*

— Steve Robertson

highly esteemed institutions including the University of Pennsylvania, Yale University, the NFL and many more!

From being a business leader who's worked hard establishing the company's culture to training an international workforce of hundreds each summer and helping prepare the students in the programs each year for their future careers, Steve's impact on this generation has truly come full circle. Working, teaching, socially observing and interacting with them as students, employees and business partners on a global scale, Steve is not only a generational expert, but has become the empirical authority on Gen Z. For more than 20 years we have had unprecedented access to this generation allowing us to gather an unmatched volume of behavioral and observational data in many different situations and environments, at their most authentic. All of this equates to a deeper understanding and profound insights Steve is able to provide.

## EXPERT TOPICS:

[Gen Z](#) | [Parenting 2.0](#) | [Gen Z in the Workplace](#)

- Gen Z & The Social Media Epidemic
- How to Cultivate Gen Z's Passion, Talent & Skills
- Grit — A Necessary Trait for Independence
- How to Connect with the Most Connected Generation
- The Curated Feed, How to Get Past the 8 Second Filter
- How to Prepare: Future-Proofing Your Career, Organization and Leadership Skills
- The Rise of the Influencer Economy, the Fall of Mentorship
- A Society of Distracted Digital Multitaskers
- Growing Up a Digital Native Produced Contagious Creators

## Connect With Steve



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Steve shares his insights on Gen Z and how to better engage and understand them in published articles, as a podcast guest and as a keynote speaker at schools, universities, local town halls, faith organizations and professional conferences. He has spoken to parents, student groups and business professionals in over 10 countries.

## AVAILABLE FOR:

CONFERENCES | KEYNOTES  
PODCASTS | LEADERSHIP COACHING  
PARENT TALKS



## STEVE HAS BEEN FEATURED IN:

Entrepreneur

[Entrepreneur](#)

MOGUL

[Mogul](#)

HUFFPOST

[Huffpost](#)

Forbes

[Forbes](#)

TODAY

[Today](#)



[Modern Leadership Podcast](#)



[Dov Barron Podcast](#)



[The Nice Guys on Business Podcast](#)



[Play Your Position Podcast](#)

And more...

## GEN Z's IMPACT AND WHY IT MATTERS:

Gen Z is the largest generation in 2019 – **32%** of the population globally.



- Gen Z commands **\$44 Billion** in global consumer spending, which is **40%** of all consumer shopping.
- **93%** of parents say they directly influence household spending including large ticket purchases bringing their hold on spending up to **\$143 Billion** globally.  
(forbes.com)



**93%** of Gen Zers say a company's social impact will directly affect their decision to work with or buy from them.



**8 seconds:** Time it takes Gen Z to filter through limitless data, not their attention span.

**89%** of Gen Z prefer to spend free time in activities that are productive and creative instead of just “hanging out.”

(High School Careers Study, Millennial Branding, February 2014)



**76%** of Gen Z professionals feel the skills necessary in today's workforce are different from past generations.

**59%** don't feel their job will exist 20 years from now. Gen Z, more than their Millennial counterparts, are eager to participate in continuing education to future-proof their careers.

(LinkedIn)



**45%** of Gen Z follow more than 10 influencers on social media and **10%** follow 50 or more.”

(Center for Generational Kinetics)