



## Biography - Cara Silletto, MBA, CSP



Workforce thought leader Cara Silletto, MBA, CSP, works with organizations of all sizes to reduce unnecessary employee turnover by bridging generational gaps and making managers more effective in their roles. As a Millennial herself, she knows first-hand what it is like to have a heightened sense of entitlement, very little employee loyalty, and a dependency upon her smartphone. However, unlike many Millennials, Cara has figured out exactly how these attributes were cultivated during her formative years, and she now shares that story with leaders across the country, including teams at Toyota, UPS, Cintas and Humana.

Cara learned early in her career, from her Baby Boomer and GenX mentors, what “professionalism” meant to them, and absorbed critical information about management expectations during her first decade in the business world. She then went on to earn her Master’s in Business Administration (MBA) from the top-ranked University of Louisville Entrepreneurship program, lived overseas teaching German executives about business practices in the U.S., and then started her consulting firm Magnet Culture, a Crescendo Strategies company, in 2012.

Workforce Magazine in Chicago named Cara a “Game Changer” for her innovative approach to solving generational issues in the workplace and Recruiter.com listed her in their “Top 10 Company Culture Experts to Watch,” list. Today, at age 39, she’s a highly-sought-after national speaker conducting 50 to 100 engagements annually and she has already earned her Certified Speaking Professional (CSP) designation, which less than 10% of speakers achieve. Louisville Business First named her one of their 2018 Forty Under 40, and she is also the author of the book, *Staying Power: Why Your Employees Leave & How to Keep Them Longer*.

### **Senior Care**

Workforce thought leader Cara Silletto, MBA, CSP, works with organizations to reduce unnecessary employee turnover by bridging generational gaps and making managers more effective in their roles. As an older Millennial herself, she knows first-hand what it is like to have a heightened sense of entitlement, very little employee loyalty, and a dependency upon her smartphone. However, unlike many Millennials, Cara has figured out exactly how these attributes were cultivated during her formative years, and she now shares that story with leaders across the country.

Cara began her career working for a senior care association, where she learned about the complex regulatory and reimbursement environment post-acute operators face daily. She then earned her Master’s in Business Administration (MBA) from the top-ranked University of Louisville Entrepreneurship program, lived overseas teaching German executives about U.S. business practices, and eventually started her consulting firm Magnet Culture (a Crescendo Strategies company) in 2012.

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