

Keynote Presentation:

Look Closer

What Students Need from the Adults Who Lead Them

Presented by Alan Feirer: Trainer, Author & Founder of Group Dynamic



Customized for Your Audience

In this keynote, Alan Feirer uses a connected series of true stories from his decades as a teacher to help educators and youth-serving adults look beneath the surface of student behavior. The message moves beyond the overused advice to “just build relationships” and offers a more practical, honest frame: relationships do not fix everything, but they put us in position to see students more clearly.

Through the memorable contrast of two students, Haley and Tiffany, Alan explores how the same words can lead to very different results depending on the culture underneath them.

When students believe adults are on their side, encouragement becomes more believable, correction becomes easier to receive, and high expectations feel more like belief than control. The keynote follows three practical leadership moves: Build Relationships, Encourage Others, and Ask for More. Participants leave with a clearer way to think about trust, belonging, student dignity, encouragement, and meaningful challenge.

This is a keynote for educators, coaches, directors, advisors, and youth-serving adults who want students to feel seen without lowering standards—and who want to ask for more with clarity, purpose, and belief.

Best fit when your audience needs to:

- Balance student support with high expectations.
- Move beyond simplistic “just build relationships” advice.
- Encourage students without lowering the bar.
- Ask for more with clarity, purpose, and belief.
- Help students feel seen, known, and capable.
- Strengthen the culture adults create around young people.

Educators meet needs every day. They teach, coach, correct, encourage, redirect, supervise, and more. But we cannot meet needs we do not see.

Audience Promise

After hearing this keynote, audiences will be better equipped to see beneath student behavior, build trust without lowering expectations, and ask more of young people in ways that communicate belief, not control.

About Alan Feirer: Alan is the founder of Group Dynamic, a leadership and team development firm that helps clients build leaders who motivate and teams who love working together. He is the author of *Leadership in Action: Eight Virtues*, and a trusted guide for organizations across industries, from Fortune 500 companies to construction firms to youth programs. He brings insight, humility, and just enough humor to help people lead with curiosity, empathy and purpose.

Book Alan Feirer for Your Next Event

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