

Career Life Extension: A New Cost-Saving/Talent Retention Strategy To Survive the Great Recession and Prosper Afterwards

"Most enlightening and, given the recent news from Wall Street, all the more relevant!"
Stefan Brodsky, CEO and TV Producer

KEYNOTE OVERVIEW:

The current deep recession has created "survival anxiety" in many businesses. Companies are radically downsizing in order to align resources with reduced demand. But human resources are not easily replaced, particularly older workers with decades of experience. This keynote presents a creative approach for retaining key talent at reduced cost while also minimizing future recruitment and training expenses. Companies that find ways to retain vital talent through the recession will be in a stronger competitive position to prosper once the recovery arrives.

KEYNOTE SPEAKERS:

Alan Bernstein, LCSW, Psychotherapist/Career Counselor (New York City)

John Trauth, MBA, Management Consultant/Strategic Planner (San Francisco)

Alan is author of "Guide to Your Career" (Princeton Review) currently in its 6th edition. Alan and John are co-authors of "Your Retirement, Your Way," (McGraw-Hill, 2007), Amazon's #1 best-selling retirement book.



Alan Bernstein, LCSW

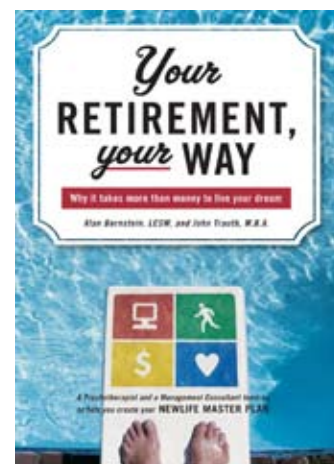


John Trauth, MBA

CONTENT:

By attending this keynote, you will learn:

- ▶ How to assess your company's potential talent loss from pending and future retirements.
- ▶ How to recognize and dispel the prevalent "myths" surrounding retirement, older workers and part-time work.
- ▶ How to employ specific techniques adopted from Fortune 500 companies to restructure jobs around the capacities, needs and interests of mature workers.
- ▶ How to educate younger workers to see older worker retention as an opportunity for their own growth and advancement.
- ▶ How to create a talent management strategy which reduces personnel, recruitment and training costs while at the same time retaining key talent essential for the future success of the company.



VALUE:

Consider what it would be worth to your company to retain key skills and talents that took decades to develop while at the same time reducing overall personnel, recruitment and training costs. Alan and John present a creative way for doing this by showing you how to align the company's need for retention with the individual's need for renewal.

BOOKING INFORMATION:

Contact Alan@YRYW.org or John@YRYW.org.