

# Keynote Presentation: Will Your Business Survive the Coming Brain Drain?

## KEYNOTE OVERVIEW:

Demographics are destiny, and show that employers will be severely impacted in the years ahead by the massive retirement of “baby boomer” senior staff. Since the baby boom was followed by a baby bust, there will not be sufficient numbers of younger workers to replace them, and traditional recruitment strategies will no longer be sufficient. Employers in many industries are at risk of losing up to half of their senior staff and must address this issue if they hope to sustain effective operations and remain competitive.

## KEYNOTE SPEAKERS:

**Alan Bernstein**, LCSW, Psychotherapist and Career Counselor (New York)  
Author, “Guide To Your Career” (Princeton Review)  
Co-Author, “Your Retirement, Your Way.” (McGraw-Hill)

**John Trauth**, MBA, Strategic and Financial Planner (San Francisco)  
Co-Author, “Your Retirement, Your Way” (McGraw-Hill)



Alan Bernstein, LCSW

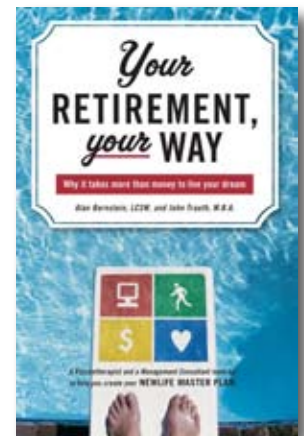


John Trauth, MBA

## CONTENT:

The topics covered include:

- ▶ Demographic forecasts of the coming workforce crisis in America and what progressive employers in both the private and public sector are doing about it.
- ▶ The five most common retirement myths of this major life transition, and why retirement is difficult for both the employee and the employer.
- ▶ Why 40% of recent retirees say they were happier when they were working, and how employers can help future retirees avoid that fate.
- ▶ The new “MORE” concept (“Mutually-Optimized Retention”) developed by Alan and John in conjunction with Birkman International, Inc. How it differs from the more traditional “phased retirement” approach by using personality assessments to help restructure jobs to preserve essential skills, reduce stress and provide mentoring opportunities to prepare the next generation of leaders.
- ▶ Methods for accurately predicting turnover and potential skill-set loss.
- ▶ Developing the components of your company’s overall retention strategy.
- ▶ In summary, how both employers and employees can prepare intelligently for this major transition to their mutual benefit.



*The keynote is approximately 50 minutes, followed by Q&A. The keynote includes animation and humor and fosters creative thinking about this important issue with an emphasis on practical solutions. Q&A is usually very animated following the presentation.*

## BOOKING INFORMATION:

Contact Five Star Speakers and Trainers at (913) 648-6480 or email [Info@yourretirementyourway.com](mailto:Info@yourretirementyourway.com).