

# FROM WASHINGTON TO YOUR WORKPLACE

## Tactics and strategies the smartest leaders are making to navigate and grow in 2024 and 2025

Presented by **Gene Marks, CPA**

**The Midterms are over. Inflation remains sticky. Labor is still in short supply.** AI is taking over the world and succession planning is now a bigger challenge. What's next for your business? What are other businesses doing to navigate their ways towards growth and profitability in 2024 and beyond? How are they attracting and retaining talent? What technologies are they investing in? What are you now to build value in your business for future generations...or buyers? How will regulations from DC and your state impact your business and what steps should you be taking now to prepare yourself?

During this fast paced, entertaining and extremely valuable discussion, Gene will go over real life, feet-on-the-ground strategies and tactics that smart leaders are using to navigate their way through the new political environment and the current economic slowdown and position their companies for future growth. **During this presentation, Gene will cover some of these topics:**

- ✓ An update on congressional initiatives that will impact your industry;
- ✓ Strategies smart companies are using this year to navigate inflation and supply chain issues;
- ✓ Tactics that forward-thinking leaders are using to not only retain their best employees during a downturn but to attract new talent;
- ✓ A look at a few little known metrics that give the best indication of our economic future;
- ✓ Cash flow moves managers are making now to ensure they have adequate reserves for the downturn;
- ✓ The latest technologies that are attracting investments from small and mid-sized companies and which are helping to keep overhead low and profits growing;
- ✓ How smart businesses are saving money even as healthcare costs rise.

GENE  
MARKS

**AUTHOR. COLUMNIST.  
KEYNOTE SPEAKER.  
BUSINESS ADVISOR.**

Forbes



The  
Guardian

The Washington Post

The Philadelphia Inquirer

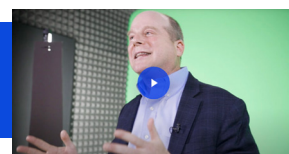
The New York Times

Entrepreneur.com



Gene's presentations help business owners and managers of all industries to look ahead, with specific actions for growing and profiting based on the strategies of other business owners in their industry.

See Gene in Action  
[www.GeneMarks.com](http://www.GeneMarks.com)



Book Gene for your keynote or breakout session



**CALL CARYN TODAY**  
**(610) 675-7648**

E-mail Caryn at  
[caryn@marksgroup.net](mailto:caryn@marksgroup.net)

# GENE MARKS

**AUTHOR. COLUMNIST. KEYNOTE SPEAKER. BUSINESS ADVISOR.**

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Hill, The Philadelphia Inquirer, Forbes, Inc. Magazine, Entrepreneur Magazine and The Guardian.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*.

Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

Gene also hosts two very popular podcasts: Thrive, sponsored by Paychex; and Small Biz Ahead, sponsored by The Hartford Insurance.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies and—most importantly—the actions they can take to continue to grow and profit.



## TESTIMONIALS

👍 "Good morning, **Gene, without a doubt, your presentation was the best closing session I have ever attended.** I know you are doing the kickoff for Symposium and I'm sure I will be saying the same for the kickoff session. Somehow, you managed to make all the tough news entertaining. It was a master class on presenting." — *Lewis Linda Dodd, Learning Specialist, North Carolina Association of CPAs*

👍 "In a word.... **WOW! Gene absolutely delivered.** He was spot on for our small business members. He packed a lot into 45 minutes and left everyone with something to take away. People were taking pictures of his slides during his presentation. The conversations about his keynote continued throughout the day. People said they emailed him right after he got off stage. Others mentioned that they were emailing their own accountants to find out if the advice he was giving could help them. They found out that they were entitled to tax relief or grants that would basically offset their price of attending our show. **That is a tremendous value for our members. We could not be happier.** He was fantastic." — *Mike Adamson, President & CEO The Aircraft Electronics Association*

👍 "Gene, I would say in my 30 years of attending presentations, yours was THE MOST: **valuable, relevant, properly paced, perfect amount of info;** not too much, but enough, excellent humor, and **perfectly executed presentation** I have experienced." — *Jill Keim, VP Relationship Manager, First Merchants Bank*

👍 "**Gene was a huge hit again.** We have never brought a speaker in back to back years. Gene certainly was worthy and delivered again!" — *Kevin Gilbride, Executive Director, The Accredited Snow Contractors Association*

