

The Great Workforce Handoff

How to Replace Retiring Talent, Transfer Critical Knowledge and Build the Next Generation of Your Workforce

Presented by Gene Marks



Businesses across the country are approaching one of the biggest workforce transitions in decades. Experienced owners, executives, managers, salespeople, technicians and other key employees are retiring — and when they leave, decades of relationships, skills and institutional knowledge can leave with them.

At the same time, employers are competing for a younger generation of workers who have very different expectations about technology, career development, flexibility, communication and the workplace itself.

Business owner, CPA, author and nationally recognized business speaker Gene Marks will show business leaders how smart organizations are preparing for this “great workforce handoff” — and what they should be doing now to protect their businesses and position themselves for the next generation.

Drawing on the latest workplace trends and the hundreds of business owners and executives he speaks with each year, Gene will address some of the most pressing workforce questions facing employers today:

What happens when your most experienced people walk out the door? How organizations can identify critical institutional and tribal knowledge before it disappears — and create practical systems for transferring that knowledge to the next generation.

What does Gen Z really want from an employer? What younger employees value, where the stereotypes get it wrong, and how organizations can adapt their recruiting, management and retention strategies without abandoning the culture that made them successful.

Where will the next generation of skilled workers come from? Practical ideas for expanding the talent pipeline through apprenticeships, technical schools, community colleges, industry partnerships and alternative approaches to recruiting.

How do you turn younger employees into tomorrow's leaders? Strategies for mentoring, cross-training, career development and succession planning that give high-potential employees a reason to build their careers with your organization.

Can technology help close the labor and knowledge gap? How AI, automation and digital tools can capture institutional knowledge, improve training, increase productivity and enable organizations to accomplish more in an increasingly challenging labor environment.

What should business leaders be doing right now? Gene will provide a practical roadmap organizations can use to prepare for retirements, strengthen their talent pipelines, retain their best people and begin transferring critical knowledge before it's too late.

This isn't a presentation about Millennials versus Boomers or a list of generational stereotypes. It's a business presentation about **continuity, productivity, succession and growth** during one of the most significant workforce transitions employers have faced in decades.

Attendees will leave with specific, actionable ideas they can use to make sure that as one generation exits the workforce, the knowledge, relationships and capabilities that built their organizations don't exit with them.



GENE MARKS

AUTHOR. COLUMNIST. KEYNOTE SPEAKER.

About Gene Marks

Gene Marks is a business owner, CPA, author and nationally recognized speaker who helps business leaders understand the workforce, technology and economic trends changing how they run their companies — and, more importantly, what they should be doing about them.

As the owner of The Marks Group, a technology and business consulting firm, Gene brings the perspective of an employer who deals with many of the same challenges facing today's business leaders: finding and retaining good people, managing multiple generations, controlling rising employment and benefits costs, improving productivity and using technology to help employees do more.

Gene also covers **workplace and workforce issues extensively for *The Guardian and Forbes***, including Baby Boomer retirements, Gen Z in the workplace, recruiting and retention, employee benefits and flexibility, succession, workplace technology and the growing role of AI in helping companies address labor and knowledge gaps.

He also hosts a weekly business podcast for **Paychex**, one of the country's largest payroll and HR services companies, where he regularly discusses workplace, HR and business-management issues with experts and business leaders. Combined with his consulting work and ongoing conversations with owners and executives across the country, this gives Gene a firsthand view of what employers are actually trying — what is working, what is not and what other organizations can learn from them.

Gene speaks regularly to manufacturing, distribution and other industry groups about these same issues, with a particular focus on the transition taking place as experienced employees retire and a younger generation moves into the workforce.

What makes Gene's approach different from a traditional generational presentation is that he does not stop at explaining how Boomers, Gen X, Millennials or Gen Z may think differently. He focuses on the **business response**: how employers can preserve critical knowledge, strengthen recruiting and retention, rethink benefits and flexibility, develop future leaders, and use AI and digital tools to improve training and productivity.

Gene's presentations are fast-paced, practical and action-oriented. Attendees leave with specific ideas and strategies they can take back to their organizations and begin using immediately.

TESTIMONIALS



"I finally got to hear Gene speak! This was at our National meeting in Orlando. **He is AMAZING!** Our builders loved him and just everything he had to say. From what I heard **I was "wowed" to say the least.** He is truly amazing at what he does."

— Sylvia Gonzalez, Sales & Marketing Administrator, Nucor Building Systems



"**Gene, without a doubt, your presentation was the best closing session I have ever attended.** Somehow, Gene managed to make all the tough news entertaining. It was a master class on presenting."

— Linda Dodd, Learning Specialist, North Carolina Association of CPAs



"**Your presentation was OUTSTANDING!** I've been sending photos of it to our HR team. I'll absolutely be contacting you or someone for your company to elaborate on a couple points—your presentation was simply amazing."

— Amber Harkins, Project Manager, Cobb Industrial, Inc.



"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



"**Our group really enjoyed Gene**—his was the highest rated presentation at PEMA's Annual Meeting."

— Susan A. Denston, Executive Director, Process Equipment Manufacturers Association

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