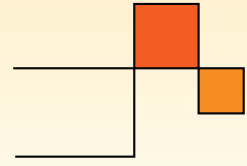




Matuson CONSULTING



“The Talent Maximizer®”

Roberta Matuson Thought Leader, Author, Speaker, Consultant and Internationally Recognized Workforce Expert

Roberta Matuson, author of four books including the newly released, **The Magnetic Leader** and the bestseller **Suddenly in Charge: Managing Up Managing Down, Succeeding All Around**, a *Washington Post* Top 5 Business Book For Leaders, is a highly sought after expert who helps leaders in Fortune 500 companies including Best Buy, GM and Microsoft, and small to medium-size businesses achieve dramatic growth and market leadership through the maximization of talent. She is known globally as **“The Talent Maximizer®.”**

Top employment site Monster and global retail giant Staples turn to Roberta for advice on talent. Roberta’s insights have been featured on CBS’s Early Show and Fox Business. She is frequently quoted in **The New York Times**, **The Boston Globe**, and **Bloomberg-Business Week**. She is one of a handful of people who have appeared as a guest of Bill O’Reilly’s on Fox’s O’Reilly Factor and left the show unscathed. She is a prolific writer whose work has been published in **The Daily Telegraph**, **The Globe and Mail** and **British Airways Business Life**. Roberta is one of a handful of top bloggers for Forbes and Fast Company.

Roberta’s powerful and pragmatic sessions are sought by corporations and organizations looking for keynotes, events, and leadership seminars that inspire participants to take action.

POPULAR TOPICS

You Want Me to Do What? Using Influence to Get What You Want

Imagine all of the possibilities if you could create a work environment based on commitment, rather than compliance. People would do what they were asked, and then some. You would see a significant reduction in workplace miscommunication, which in turn would lead to reduced stress for everyone. Leaders, who attend this highly-interactive session, will come away with tools they can use to begin transforming their workplaces into organizations where trust and respect are more than just words.

Managing Up in the Top- Down World of Business

Let’s get one thing straight. Managing Up is not about brown-nosing or becoming the bosses’ favorite. It’s about learning how to work within the confines of an organization to get what you need, while helping your boss and the organization meet their objectives. Learn the secrets to effectively using influence, while acting with integrity and purpose.

Problem Employees... Can’t We Just Boot ‘em?

Everyone has them, no one knows what to do with ‘em. Everyone wants them gone (or magically transformed into rock stars.) We’ll talk about why most problem employees outlast their bosses and discuss strategies to deal with these people who don’t appear to be going away anytime soon.

Welcome to the Top Floor —Now What?

Imagine getting off an elevator and being expected to find your way without signage or directions. This is exactly what happens when managers find themselves suddenly in charge without any preparation. Learn how to quickly chart your course so that the first 90 days aren’t your last 90-days! Executives will get a birds-eye view of what it’s like to be a new manager in today’s economic environment and will walk away with ideas they can use to help new leaders soar.

Making Dollars and Sense of Gen Y Y-Sized Strategies to Fuel Business Growth

Gen Y (born in 1980 and thereafter) are the largest generation in the U.S. workforce. Learn the secrets to connecting with this highly influential generation as both an employer seeking to attract and retain this sector of the workforce, and a company looking to sell products and services to this group of over 75 million people. We’ll reveal proven ideas and strategies for attracting and getting buy-in from Gen Y, as well as what you can do today to lock in these very loyal customers.



**Roberta’s Books: Suddenly in Charge, Talent Magnetism,
The Magnetic Leader**

Roberta delivers content rich programs that inspire people into action. Here's a partial list of prior speaking engagements:

- Best Buy, Inc.
- Citizens Financial Group
- Price Chopper Supermarkets
- NY Life Pension Services
- Boston University
- Eventa Chief Human Resource Officer Conference
- AAHOA (Asian American Hotel Owners Association)
- Pizza Expo
- LinkedIn Talent Connect
- New England Food Show
- North Shore Women in Business
- Southwest Food Show
- PMI Mass Bay
- The Boston Club
- Treasury Executive Institute
- FINCEN
- Employers Association of New England
- Gen Re
- Yankee Candle

Call now to book Roberta: 617-608-3633

POPULAR TOPICS CONT'D

There's a New CEO in Town: How to Win With the Hand You're Dealt

This high-level session is for CEO's who enter organizations where the game is in play. Learn how to quickly assess who is bluffing and who is really playing for the team. Leave with strategies you can immediately use to up your game and create a winning organization.

OTHER HIGHLY REQUESTED TOPICS

- **Hey! Where's My Decoder Ring??** Understanding Your Boss' Grunts, Looks and Nods...
- **You Can't Be My Boss**—My SON is Older Than You...!
- **Guard Your Exits**—How to Retain Top Talent in Turbulent Times
- **Talent Acquisition Across the Generations**
- **Mass Exodus:** How to Stop Great Employees from Leaving
- **I'm Out of Here:** How to Create a Life-Friendly Organization Before People Throw in the Towel
- **Protect Your Hive:** How to Keep Producing Honey After Your Experienced Bees Leave
- **Seismic Shift:** Why You May Be Losing Your Balance in the Coming Demographic Quake
- **Hope is Not a Strategy:** How to Become an Inspirational Leader

TESTIMONIALS

Best Buy

The SaGE group felt the presentation on the "Intergenerational Workforce" was a great introduction to the age-related demographic issues facing the workforce at Best Buy and across the United States... we will be sharing it with our 95,000 retail employees via our "Tagzone" website. We have really appreciated receiving the articles regarding intergenerational workforce issues – it really helps raise awareness of our group and what we are working toward. We look forward to working with Roberta again in the future.

Gabe Angieri, Communications Chair
SaGE Employee Business Network
Best Buy, Inc.

The Boston Club

Roberta was organized, prepared, and focused on the specific issues of our group. Her presentation was both relevant and insightful, but even more impressive was her ability to field tough and provocative questions and provide concise solutions and practical advice.

Betsy Ann Duval, Program Committee

Enterprise Group
The Boston Club

Price Chopper Supermarkets

Roberta recently addressed a captive audience at our organization about the changing generations in the workforce... Roberta is an expert on the subject matter and her expertise really came through. The audience was very engaged and Roberta was the key in laying the foundation for this critical topic by providing a very productive session.

Mike Miller, Director of Training
Price Chopper Supermarkets

NY Life Pension Services

Roberta Matuson conducted a presentation for a large group of our management team to raise awareness among our leaders regarding shifting workforce demographics... Conference participants appreciated her insights and managers expressed a new awareness regarding the topics covered. I would recommend Roberta to any business interested in raising awareness and creating programs focused on understanding and addressing the effects of shifting workforce demographics and what it means to their business.

Rebekah Mueller, Director of Human Resources
New York Life Retirement Plan Services