



Matuson CONSULTING

“The Talent Maximizer®”

POPULAR TOPICS

Roberta Matuson
Thought Leader, Author,
Speaker, Consultant, and
Internationally Recognized
Expert on Talent Maximization.

Roberta Matuson, author of the newly released **Talent Magnetism** 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, New Balance, The Boston Beer Company, 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**, and **Pink Magazine**. 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.

Call Now To Book Roberta:
617.608.3633

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 them. 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 those problem people who don’t appear to be going away anytime soon.

Making Dollars and Sense of Gen Y

Y-Sized Strategies to Fuel Business Growth

In less than three years, Gen Y (born in 1980 and thereafter) is predicted to comprise **fifty percent** of the 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 consumers.

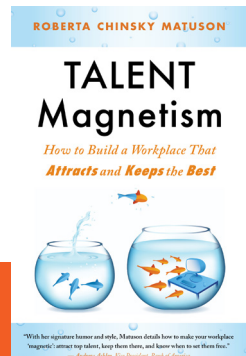
Creating Your Solar System of Talent:

Most people believe they have a solar system of talent in their organization. In reality, all they have is one planet.

You can acquire and retain out of this world talent when you can create an organization that pulls people into your gravitational field while simultaneously creating a force field that thwarts others from pulling superstars out. Learn how to dramatically improve your ability to attract **top** candidates, create employee evangelists, achieve organizational synergy, quickly identify black holes where you’re losing talent, and what you can do to intensify your organization’s gravitational pull. The hiring atmosphere is changing, and so must you.

Talent Magnetism: How to Create a Workplace That Attracts and Keeps the Best

What if you could create the type of workplace that attracts and keeps the best workers? You don’t have to have a Google-sized budget to create an exceptional workplace. Learn what it takes to create a culture of commitment where employees deliver high levels of service because they want to, not just because they have to. Leave with best practices you can immediately use to begin this transformation and achieve extraordinary results across your organization.



Roberta’s new book: Talent Magnetism

Roberta's insights have been featured on Fox News' **The O'Reilly Factor**, CBS's **Early Show** and **Fox Business**. She is frequently quoted in **The New York Times**, **The Boston Globe**, **Bloomberg-BusinessWeek**, **The Chicago Sun Times**, **The Washington Post**, **USA Today.com** and **The New York Post**.

Roberta is a prolific writer, whose work has been published in **Pink Magazine**, **The Daily Telegraph**, **British Airways Business Life**, **The Globe and Mail**. Her work is frequently featured on Monster, CareerBuilder, BNET, HR.com, HotelExecutive.com and BizJournals.com.

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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 CEOs 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.

Guard Your Exits: How to Prevent Your Best Employees From Flying Away

Your company is only as good as the talent you keep. How many of your top people are waiting in your departure lounge? Recent surveys indicate that many employees are ready to take flight. Learn how to identify and keep your "keepers"; strategies to engage and retain top performers across the generations; why what you do today matters more than what you do tomorrow.

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...!**
- **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
- **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