

WINNING THE WAR FOR WORKERS

JOHN W. MARTIN

Unemployment is 4.1%, below the 5.0% that economists consider “full employment.” Demand for workers is growing, but the available workforce is projected to be flat over the next decade. This is not a battle being fought across a few industries, it’s an all-out **War for Workers**.

A.I. and robots are coming to take away jobs – in the future. But they are not today’s answer. Leaders need to know how to win the war for workers here and now. In this keynote, breakout, or workshop, John W. Martin shares resilient strategies organizations can use for finding, recruiting, managing, and retaining workers of all ages. This mission-critical, dynamic, informative, and entertaining session is for organizations across both the private and public sectors.

The speech goes beyond identifying the problem to offer specific action steps leaders need to take to ensure their organizations can acquire and keep talent today.

Emma Lieberth, the National League of City’s Manager of Strategic Partnerships, said this about John and the IFT:

“The IFT was outstanding to work with, customizing their content and material for our audience. The insights were spot on, and our members found it informative, engaging, and most importantly, helpful. They helped attendees think differently, in a way that resonated. I recommend them to keynote any event.”

More info at institutefortomorrow.com/w4w

Past speaking clients:



BNY MELLON



Real Possibilities



No stranger to the stage, John has spoken at events large and small for local, regional, and national organizations. He was the keynote speaker at a recent NASA conference. Always top-rated by audiences, he’s easy to work with and makes sure event and meeting planners get a “win” from him.

For fees and to book John, contact Ried Watkins at ried@institutefortomorrow.com or 804-342-1767.