



ROBERTA MATUSON

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

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Roberta Matuson is a professional speaker, thought-leader on talent, and international best-selling author. She's a highly sought-after expert, who helps leaders in Fortune 500 companies, including Best Buy, GM, and Microsoft, and mid-size businesses achieve dramatic growth and market leadership through the maximization of talent. Her new book, *Evergreen Talent*, will be released in the spring of 2020.

Top employment site Monster and global retail giant Staples turn to Roberta for advice on talent. She is frequently quoted in *The New York Times*, *The Boston Globe*, and *Bloomberg-Business Week* and was recently named a 2018 LinkedIn Top Voice in Workplace and Leadership. Roberta's a Lynda.com/LinkedIn Learning author, whose work is heard by business executives at 40,000 feet, where she provides first-class advice in first-class cabins on Virgin, Emirates and Turkish Airlines.

Her insights have been featured on CBS's Early Show and Fox Business. She's one of a handful of people who have appeared as a guest of Bill O'Reilly's on Fox's O'Reilly Factor, who left the show unscathed.

Roberta's powerful and pragmatic sessions are sought by corporations and organizations looking to build organizational improvement and create lasting change.



Roberta's Books: *Suddenly in Charge*,
Evergreen Talent, *The Magnetic 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 look forward to working with Roberta again in the future.

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

NY LIFE PENSION SERVICES

Roberta Matuson conducted a presentation for a large group of our management team. I would recommend Roberta to any business interested in raising awareness and creating programs focus 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

Evergreen Talent™: How to Hire and Cultivate a Sustainable Workforce

How is it that some organizations in the same industry have a bounty of talent while others are barren? The most successful companies have what I call Evergreen Talent™. While on the outside, it may seem like this forest of talent miraculously grew to new heights overnight, nothing could be further than the truth. In this dynamic session, leaders will be challenged to think differently about their approach to growing a sustainable workforce, that regenerates year after year, with minimal effort on their part. Together, we'll design a plot plan to grow an evergreen forest of talent, that will stand tall for years to come.

How to Create a 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.

Acquiring and retaining out of this world talent is achievable when you know how to create an organization that pulls people into your gravitational field, while simultaneously creating a force field that thwarts others from pulling superstars out of your company. Leaders attending this highly interactive session will leave with tools they can use to begin transforming their workplaces into organizations that effortlessly attract both employees and customers.

Guard Your Exits: How to Retain Top Talent

What's the point of hiring great people, if you can't keep them?

Nobody likes to talk about it, even though it is happening in workplaces all across America – employees who have decided it is time to fly the coop. Company departure lounges are overflowing with employees waiting for their final boarding call. Employees rarely start a job thinking they will tour around the company for a while and then seek greener pastures, and yet it happens all the time. Participants will learn what today's employee seeks from their employer and how to prevent workers from taking the next flight out of the organization.

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.

The Magnetic Leader: How Irresistible Leaders Attract Employees, Customers, and Profits

Imagine having a line of people outside your door, waiting for an opportunity to work for you. Magnetic leaders don't have to imagine this, as this is their reality. Being recognized as a magnetic leader can dramatically accelerate your ability to hire top talent that will stick around, which will fast-track your professional success. In this powerful session, Roberta teaches participants how to transform from a manager into a magnetic leader.

BALTIMORE GAS AND ELECTRIC, AN EXELON COMPANY

The buzz is you were phenomenal! Thank you for everything you did and sacrificed to make this happen. I so enjoyed working with you and love that everyone embraced you and your message.

Vanessa Morris, Senior Program Manager, Baltimore Gas and Electric, an Exelon Company

PRICE CHOPPER SUPERMARKETS

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

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
- The Brandon Hall 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
- The Boston Club
- Treasury Executive Institute
- FINCEN
- Employers Association of New England
- Gen Re
- Yankee Candle