

*IS YOUR  
WORKPLACE  
CULTURE  
WORKING?*

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***LISA RYAN, CSP***

Helping you keep your top  
talent from becoming  
someone else's

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**GRATEGY**

Whether you're looking for programming for an upcoming event or putting together a full workplace culture initiative, let us put together something special for you and your team!

# Manufacturing Engagement: Keep Your Top Talent from Becoming Someone Else's

Before the pandemic, today's workplace faced a talent shortage, an aging workforce, and an inadequate pipeline of younger workers. It's crucial for you to now RETAIN your top talent before someone else snatches them away. As an emerging leader, the time is now to develop the skills you need to successfully work with employees who have found they have lots of options when it comes to how, when, and where they can get their work done. It's now up to you to help your team adjust to this new employee-centric work environment.



Companies that succeed in this new economy, are those that figure out how to master technology, community, and collaboration. Chances are good that you already have many of these skills. Now, it's time to discover out how to utilize these skills in the workplace to attract and retain great talent to help you and your company grow.



Good news! By participating in this program your will discover:

- How the pandemic has changed business for good – and how to take advantage of those changes
- How to connect with employees from both a personal and professional standpoint during trying times
- Why communication is more critical than ever before – and how to make sure you're doing it the right way
- Why ignoring employees' personal challenges will come back to haunt you

It's going to be awhile before we figure out what the next normal is going to be, but whatever those changes are – there is no more “business as usual.” The only thing we know for certain right now is that things are going to change.



If you want to keep your top talent from becoming someone else's, it's time to master a few simple strategies now ... and reap the rewards for years to come.

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# Gratitude Strategies

## To Boost Your Business and Lift Your Life

The business disruptions in 2020 gave us many opportunities to find the good - even in the most difficult of circumstances. Although it sometimes doesn't feel like it, there were many "gifts" that resulted from the pandemic. The challenge is to look for and find the good.

In this fun and engaging keynote, you'll see the difference that having a gratitude strategy - or Grategy - can make for you as a leader. Using research, anecdotes, personal stories, and experiences, Lisa gives you simple tools to create a culture of appreciation in your workplace so that you can keep your best employees from becoming someone else's. In the process, you'll also give yourself the gift of self-care today for a better tomorrow.

By attending this program, you will:

- Discover how gratitude changes your perspective, along with strategies that "rewire" your brain for a more positive outlook on life.
- Realize the health benefits of gratitude and learn how to activate them for a stronger heart, a more robust immune system, and sounder sleep.
- You'll understand how gratitude improves relationships - at home and in the workplace. You'll learn real-world ideas that you can use immediately to connect with and engage your team.
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You will leave this program with specific ideas that produce dramatic and positive results in your health, wealth, and happiness.



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# Mastering the Millennial Mindset and Beyond: Preparing Your Business for the Workforce of the Future

What's the big deal about understanding different generations?

- Millennials (born 1980-1997) will make up about 75% of the workforce by 2025
- They are the most educated of the generations
- They really ARE different from previous generations
- If you don't connect with them, you will lose them
- Gen Z (born 1997-2012) is the biggest and most diverse generation yet

Although the focus has been on Millennials for the past decade, Gen Z is coming – and they are a LOT different than their Millennial counterparts

With four active generations in the workplace, it's important to realize that people look at the world differently based on the year they were born. When you understand how each generation thinks, their relationship to the workplace, and where they place their priorities, it makes life easier for everyone. BONUS! This information helps on the homefront too!

During the enlightening, engaging and entertaining session, you will

- Look at each generation and why they “act like that”
- Explore the significant differences between generations
- Uncover functional and emotional attributes that are relevant to each group
- Discuss how to finding, attracting and retaining new talent
- Implement strategies to build employee engagement across multigenerational teams
- Walk out with strategies you can implement immediately

By understanding the differences between all of the generations in the workplace, you'll make your succession planning easier, and prepare your business for the future.



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# Lisa Ryan, CSP

As a Certified Speaking Professional (CSP), an award-winning speaker, and best-selling author of eleven books, Lisa Ryan works with her clients to develop employee and client engagement initiatives and strategies that keep their top talent and best clients from becoming someone else's.

Lisa's expertise includes: strengthening workplace culture, improving employee engagement, increasing customer retention, and initiating gratitude strategies ("Grategies") for personal and professional benefit.

Lisa costars in two films with other experts, including Jack Canfield of "Chicken Soup for the Soul." She is the Past-President of the National Speakers Association, Ohio Chapter, and holds an MBA from Cleveland State University. She has been blissfully married to Scott since 1996, and they are the proud parents of two very spoiled cats.

## Relevant Experience

- Keynote, breakout, or workshop speaker at more than 1,000 conferences and events
- Thirteen years of industrial marketing and sales experience, including seven years in the welding industry – **and yes, she does weld**
- Host of the "Manufacturers' Network Podcast"
- Host of Elevate Your Engagement Levels: What You Need to Know" on the Elite Expert Network
- Creator of "The Seven Mistakes Managers Make to Crush Company Culture" video series
- Best-selling author of ten books, including *"Manufacturing Engagement: 98 Proven Strategies to Attract and Retain Your Industry's Top Talent"*
- Award-winning speaker



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# Here's what Lisa Ryan's Clients say...



## American Council of Engineering Companies

Lisa's delivery was energetic and funny, yet full of useful information. She gave us valuable insight as to how to keep our employees engaged. I recommend her as a speaker to your organization or company. ~ Steve Donahue, President, Horner & Shifrin



**SME - Tooling U**  
Bolstered by her unique industrial background in the skilled trades, Lisa "gets it" and is a pleasure to work with, helping companies recruit and retain our industry's manufacturing workforce. ~ Dan Sloan, Strategic Partnerships Director



## FABTECH

Lisa is very engaging and receives the highest rating given to speakers at our conference. I invite her back every year and we are so lucky to have her. ~ Ila Lee, Technical Programs Manager, SME



## Association for Supply Chain Management

I had the pleasure of working with Lisa Ryan on our association's flagship event. Through the months of preparation and also during the event, I was very impressed with her communication skills, responsiveness and professionalism. ~ Helli Hendsi, Sr. Manager of Content