

Sarah Sladek, Speaker

**Delivering
Next Gen
Intelligence**





Sarah L. Sladek has been referred to as a social equity expert, a global leader in strategy, and a Talent Economy influencer. Organizations worldwide have relied on her insights to plan their futures, foster cultures of relevance and belonging, and realize growth.

Leaders who seek Sarah's expertise tend to want a different outlook for their organizations, but they aren't sure how to make it happen. They feel stuck. Overwhelmed by change, turnover, conflict, and decline. Sarah has the solutions to these challenges and more.

Since 2002, she has dedicated her career to understanding the concepts of engagement and belonging and answering these core questions:

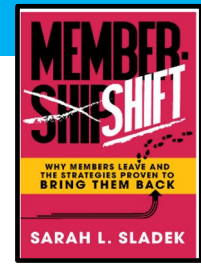
- *Why are younger generations less likely to feel like they belong?*
- *Why are organizations experiencing more turnover, disengagement, and decline than ever before?*
- *Is change possible?*

Sarah studies belonging through the lens of social change and generational influences, alongside organizational culture and trends in youth culture, workforce, consumerism, and economics. She refers to this comprehensive approach as **Next Gen Intelligence**. Using this approach, Sarah has successfully turned organizations around, bringing them to a place of increased relevance, relationship-building, growth, and profitability.

Her expertise has been prominently featured in international media, and she has keynoted events worldwide. Backed by years of experience and supported by solid research, she remains committed to helping organizations plan for their futures and prosper in the new economy.

Membership Topic

MemberShift



Membership organizations are reporting higher levels of disengagement and decline than ever before. A new membership strategy is urgently needed, and Sarah Sladek has discovered it.

Whether your association is struggling to engage younger members, show value, manage change, or strategize for the future, Sarah's keynote promises to pack a punch and inspire a turn-around. This is your opportunity to create a meaningful 'MemberShift' and place your organization on a renewed path for success!

Keynote fees starting at \$5,500 (virtual), \$10,500 (in-person)

1/2-Day Workshop (3-4 hours) covers the following topics:

- **The End of Membership As We Know It:** Learn the economic and demographic shifts altering the value proposition of membership.
- **The New Membership Mindset:** Learn how to stay relevant and engage the participation of generations born into the Talent Economy.

Fees starting at \$8,500 (virtual), \$14,000 (in-person)

Full-Day Workshop (4-6 hours) provides a deep dive into topics above + strategy development:

- **Ghosts, Myths, Legends:** Through a facilitated exploratory exercise, identify hurdles to growth and untapped opportunities.
- **Member-Centric Hack-a-Thon:** Explore the drivers of membership engagement, actively 'hack' solutions, and set a strategic foundation
- **Create a MemberShift:** Sarah guides the audience through the process of completing a customized Membership Growth Strategy

Fees starting at \$16,500 (available in-person only)

Workforce Topics



Generations@Work

Sarah specializes in helping teams understand and leverage their differences and bridge gaps. Using music, humor, pop culture references, and best practices, she shows multi-generational teams how to build trust, empathy, and get to a place of enjoying work. Together.

Engage Employees and Win in the Talent Economy

While researching her book, *Talent Generation*, Sarah identified six traits common among organizations boasting high engagement and profitability. She has since been named a Talent Economy influencer. Learn the practices proven to engage and inspire employees in a changing marketplace.

The World According to Z

Meet Gen Z, the teens and 20-somethings coming of age during the most disruptive decade in history. They're bringing new skills, values, and expectations to work. Drawing from her research, Sarah shares key data on trends inspired by this generation and how to engage them.

Working for a Change

In this time of transition, change is not an option. It's crucial to success, yet it's not something we've learned to do -- at least not well. Sarah unpacks the change-making process and delivers best practices proven to bring people together in a time of change to achieve greater results.

Keynote fees starting at \$5,500 (virtual), \$10,500 (in-person)

Half-day workshops starting at \$14,000

Speaker. Author. CEO.

- ✓ **Founder and CEO** of XYZ University LLC, a next-generation research, strategy, and training firm
- ✓ **Strategist** to organizations worldwide
- ✓ **Recognized** as a Global Leader in Business Strategy and a Talent Economy Influencer
- ✓ **Author** of six books and 10+ research papers
- ✓ Author of **Global Membership Health** Matrix research initiative
- ✓ Co-producer of Jobs of Tomorrow **docuseries** (season 3, episodes 7-12)
- ✓ Named to the global list of **Women Who Advance Associations**
- ✓ Host of Save the Associations **web show**
- ✓ Host of The Membership IQ **podcast**
- ✓ Recipient of a silver **Nonfiction Book Award** 2023
- ✓ Member of the **Forbes** Business Council
- ✓ Contributing writer for **Boardroom** magazine
- ✓ Sought-after **speaker** with 16+ years of experience



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