



# WIN THE MARKETPLACE.

Elisa Webb Hill is a workforce strategist and innovation expert. She previously held senior roles in innovation, marketing and global licensing for such notable companies as Kellogg’s, Coca-Cola and Federated Department Stores. She brings these executive management insights to her presentations, helping organizations navigate workforce shifts, engage young professionals and implement future-focused talent strategies.

## Most popular topics

### THE FUTURE OF WORK

Learn about the chief workforce indicators of change and how to position your organization to be innovative and responsive to these changes to attract top talent and win the marketplace.

### THE END OF MEMBERSHIP AS WE KNOW IT

Demographic shifts, changes in technology and a declining economy merged to create the perfect storm for associations and weakened their grip on the marketplace. Learn revolutionary membership strategies to put your association on the fortune-making fast-track.

### GENERATIONS@WORK

Discover proven strategies for engaging employees in this ever-evolving, multi-generational workforce. Learn the best practices proven to improve organization-wide retention and teamwork, and lead to greater success.

### KNOWING Y

Defined by economic and political change, Millennials have different values and contrasting views about meaningful employee, membership and leadership experience. Delve into their mindset and gain valuable insights on how to market to, retain and lead the workforce majority.

## XYZ University has been featured in:



**BOOK ELISA FOR YOUR NEXT EVENT!**

Contact Brad: [bsladek@XYZUniversity.com](mailto:bsladek@XYZUniversity.com) or 877.266.6689

### ELISA WEBB HILL

Elisa Webb Hill is an integral part of the XYZ University team, educating clients through keynote presentations, workshops and webinars/virtual seminars. Her sessions have been said to “illuminating” and our clients speak highly of her ability to help them continue to envision the future of their organizations.

“Elisa’s section stimulated much discussion. We appreciated her enthusiasm for the information and had so much fun learning from her.  
— Michelle Assa-Eley, American Association of Colleges of Pharmacy

“Elisa gave an excellent presentation to our board. It was extremely interesting and so very timely for how our association would like to think about the future.  
— Jackie Bessette, DHI

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