

# 2022 SPEAKER HALL OF FAME

## SPEAKER PITCH KIT



**Ira S Wolfe**  
President, Poised for the Future Company





# HI I'M IRA

- *Millennial trapped in Baby Boomer Body*
- *Recovering Millennial Basher*
- *Top 5 Global Future of Work & HR Thought Leader (Thinkers 360)*
- *Hall of Fame Speaker (HRSouthwest)*
- *Chief Googlization Officer*
- *TEDx Speaker*
- *6X Author (including Perfect Labor Storm, Recruiting in the Age of Googlization)*
- *Radio Show Host/Podcaster (Geeks Geezers Googlization)*
- *Level 2 Certified AQ Practitioner*
- *Certified WHY Professional*
- *Forbes Coaches Council*
- *Husband, Father, Grandfather, Son, Brother, Uncle, Nephew*



**IRA S WOLFE**

## WHY IRA S WOLFE?


For more than 25 years, I've studied and researched workforce trends and forecast a "Perfect Labor Storm" as early as 1999. Well, here we are. The storm landed, the SHIFT hit a lot of plans, and now it's time to reimagine tomorrow. My keynotes address top-of-mind issues such as Everywhere Workplace, No BS\* Workplace, Create Great Culture in a Remote World, Recruiting in the Age of Googlization, future work trends, employee experience, and adaptability.



# EVERYWHERE WORKPLACE IN A NEVER-NORMAL WORLD

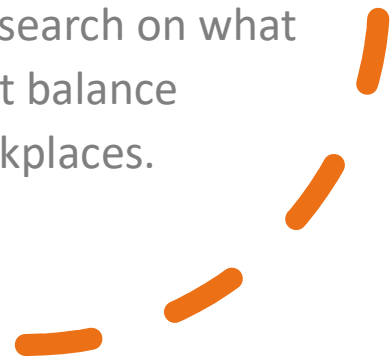
*Ira S Wolfe*

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# EVERYWHERE WORKPLACE IN A NEVER-NORMAL WORLD

Remember the good old pre-pandemic days when people woke up, showered, got dressed, crawled through long commutes, and searched for a coveted parking spot, just so that they could sit at a desk in a building to do work? Today, workers demand flexibility – to work from everywhere, anywhere, at any time. Building an Everywhere Workplace is not just an essential talent strategy but a business growth strategy too. Work in this Never-Normal era is filled with new opportunities and landmines. During this presentation, Future of Work global thought leader Ira S Wolfe will share new research on what employees prefer and how to strike the right balance between remote, in-person, and hybrid workplaces.



# Reset

## THE NO BS\* CULTURE

*Ira S Wolfe*

\*burnout and stress

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## THE NO BS\* CULTURE

The future of work is here, and BS (burnout & stress) is taking a devastating toll on workers, from the floor to the C-Suite. Even the World Health Organization now recognizes burnout as an occupational health issue. With labor shortages on the rise and resignations in freefall, employers are finally taking the employees' mental health and emotional wellbeing seriously. Mitigating burnout, relieving chronic stress, and better connecting employees with their work Hear from Future of Work Global Thought Leader Ira S Wolfe on how to align company and employee expectations in a new world of work.





**REIMAGINE  
YOUR  
TOMORROW**

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# REIMAGINE YOUR TOMORROW

Change can be freaking terrifying. Addicted to certainty, our human brains were not wired for this much uncertainty. As much as we want it to be so, there is no pause button. You can't rewind or turn back the clock. And there is no get out of jail free card to pardon us from change. The good news is that you do not need to live your life at the mercy of change. You can make change work for you and turn it into your personal superpower and business advantage. But adaptability doesn't just happen by accident. Are you ready to rewrite your next life chapter and regain control of your destiny in this Never-Normal world? Start here.



# CREATE GREAT CULTURE *in a* REMOTE WORLD

How teams are thriving at  
work without being in person



# CREATE GREAT CULTURE IN A REMOTE WORLD

*Ira S Wolfe*

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## CREATE GREAT CULTURE IN A REMOTE WORLD

While many employers brush off Quiet Quitting and the Great Resignation as passing fads, finding ways to inspire and motivate employees to boost productivity is mission critical. The need to align employees' priorities with business strategy has shifted from C-Suite platitudes and happy talk to indispensable execution. And yet most employers have no clue how to connect with their employees, so that they want to go above and beyond. During this presentation you will learn from Future of Work Global Thought Leader Ira S Wolfe about the 9 WHYS that drive humans to excel and grow and how to create a great culture one WHY at a Time.



**WHY**®

**LET'S TALK  
WHY TO WHY**

*Ira S Wolfe*

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## LET'S TALK WHY TO WHY

It's been said that most managers know more about how much battery is left on their smartphones than they do about their employees. The need to align employees' priorities with business strategy has shifted from C-Suite platitudes and happy talk to indispensable execution. And yet most employers have no clue how to connect with their employees in order to engage them, inspire them, and retain them longer. During this presentation you will learn from Future of Work Global Thought Leader Ira S Wolfe about the 9 WHYs that drive humans to excel and grow and how to help leaders and managers unlock potential and grow performance.





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THERE'S NO APP TO ADAPT  
MAKE CHANGE WORK FOR YOU

*Ira S Wolfe*

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## THERE'S NO APP TO ADAPT

The future came too soon for HR! Automation is jumping off the pages of science fiction in the everyday workplace. Artificial intelligence, machine learning, and robots are disrupting jobs and changing the workplace. Unfortunately, HR technology is running amok, threatening to remove humanity from human resources (and the workplace.) HR has one last opportunity to assume the role of leader and advocate of humans in the workplace! During this presentation author and Future of Work Global Thought Leader Ira S Wolfe introduces how 5 AQ skills can help ensure that no human is left behind.







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# TALENT AND THE PERFECT LABOR STORM

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## TALENT AND THE PERFECT LABOR STORM

Where have all the workers gone? When will labor shortages ease? What can companies do to access and retain qualified and skilled employees? For over 20 years, Ira S Wolfe has been forecasting The Perfect Labor Storm. It's no longer coming. It's arrived. A record number of vacant jobs, historic waves of resignations, and widening skill gaps are disrupting everything from production floors and operating rooms to classrooms and supply chains. These labor shortages are not a blip on the radar but long-term labor patterns. Businesses and workers are playing in a new sandbox. Future of Work Global Thought Leader Ira S Wolfe will reveal how we got into this mess and what companies must do to fill open positions despite The Perfect Labor Storm.



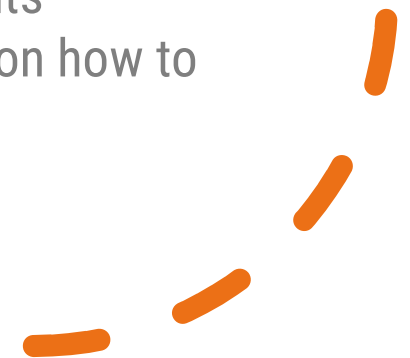
*Ira S Wolfe*

YOUR CANDIDATE  
EXPERIENCE IS  
ALL FCDD\*UP

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YOUR CANDIDATE  
EXPERIENCE IS  
ALL FCDD-UP

You can hear it in Danny's voice: Candidate Resentment Fueled by Frustration, Confusion, Disappointment, and Distraction (or FCDD.) Danny represents just one of the thousands of job seekers who experience one or more of these emotions every single day from an all-too familiar bad candidate experience. Join Recruiting in the Age of Googlization author/speaker Ira S Wolfe in this presentation as he guides you on a modern candidate's job search journey, explains how to meet top talents' expectations, and provides expert tips on how to engage more qualified job seekers.



Work With Us!

RECRUITING IN THE AGE  
OF GOOGLIZATION

*Ira S Wolfe*

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## RECRUITING IN THE AGE OF GOOGLIZATION

The future came too fast for HR. Routine, every-day events are quickly taking on a very futuristic route. Things that seemed impossible are now mainstream. Talent acquisition is no exception and yet many organizations continue to recruit like it was 1970. Consequently, top talent just “swipes left” in mind-numbing fashion. To win the race for talent, every expert agrees the future of HR depends on its ability to deliver an awesome candidate experience, from your career site to the job offer. During this presentation Recruiting in the Age of Googlization author/speaker Ira S Wolfe will guide you on a candidate’s job search, share modern candidate decision behaviors, and provide tips and insights on how to align recruitment with candidates, and ultimately convert more qualified job seekers to new hires.

FOR MORE  
DETAILS  
ABOUT  
EACH  
KEYNOTE  
TOPIC ...

Visit [irawolfe.com](http://irawolfe.com)



# SPEAKER REQUIREMENTS

SPEAKER FEE: \$5,000 includes keynote and 1 breakout session (optional)

## REIMBURSEMENT:

- 1 or 2 Night(s) Hotel (depending on speaking times and travel)
- Coach Air Travel
- Local Transportation To/From Airport
- \$75 Daily Meal Allowance
- Conference Admission for spouse



# WATCH IRA IN ACTION!

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# Ira S Wolfe

"The Millennial Trapped in a Baby Boomer Body"

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