

WHAT'S WORKING WORKPLACE AND MARKETPLACE TRENDS

Extraordinary turnover. Mental health challenges. Diversity and inclusion. Supply chain nightmares. Confusion about AI. Political divisions. Trembling stock market. Inflation forecasts. Goodness.

CAM MARSTON GENERATIONAL EXPERT

25+ years of research into how generational change reshapes today's workplace, marketplace, and retirement transition.

The trends shaping today's workplace and marketplace are, each on their own, worthy of a news cycle headline. But in today's upheaval, they're happening simultaneously. Which of the trends making headlines will impact the workplace and marketplace most? Which ones do employers, managers, sales leaders, and human resources executives need to keep an eye on? I have opinions on that...

In 2018, I began an old-school, interview-style, terrestrial radio show and podcast called What's Working with Cam Marston. My goal? To interview professionals from a spectrum of industries across the country to help my listeners better understand the trends shaping their workplace, the workforce, and the marketplace. Today, 402 episodes later, I share the most relevant trends I've uncovered in customized presentations designed to arm each audience with the skills and information needed to get ahead in their industry.

Notable trends include:

- Mental health awareness in the workplace
- Management and retention in flexible and remote workplaces
- Ensuring workplace safety
- Diversity and Inclusion priorities (and backlash)
- The growing importance of mission for employees and customers
- The relevance of safety and convenience to shoppers

This presentation delivers thought-provoking content curated for your specific industry. I gather best practices gained from a continuously growing body of interviews, as well as from proprietary research, to equip each audience with a list of the most important trends, their potential impact, and guidelines on how to address them.

For more information contact

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