

WHAT'S WORKING

WORKPLACE AND MARKETPLACE TRENDS



Cam Marston, acclaimed author, columnist, lecturer, and radio/podcast host is a leading expert on workplace and marketplace trends.

Extraordinary turnover. Mental health challenges leading to mental health awareness. Diversity and inclusion priorities. Supply chain nightmares. Vaccine controversy. Political divisions. Trembling stock market. Inflation forecasts. Partridge in a pear tree. Goodness.

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 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, about 225 broadcast episodes later (and also available as a podcast), I share the most relevant trends that 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 deluge (and potential backlash)
- The growing importance of mission for employees and customers
- A future of low performing males throughout society
- 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.



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