

NAVIGATING THE TALENT CRISIS

Strategies For Surviving The Worldwide Drought Of Skilled Talent



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The global talent crisis cannot be overstated. 85 million unfilled jobs. \$8.5 trillion in unrealized revenue. Demand will outstrip supply by 2030—but deficits will hit in just 2 years. In fact, 7 out of 10 companies are already understaffed.

But this crisis is mired down in misinformation. Robots aren't automating jobs away. There aren't enough humans to fill them. Even with increased automation, technology still creates more jobs than it destroys. The issue is not that AIs are too abundant; it's that skilled talent is too scarce.

And the effects could be enormous. Superpowers lose their elite global status. Economies flatten due to stalled innovation. Companies relocate to countries that have a talent surplus. And other impacts we can't yet imagine.

Navigating the crisis will require changes across every facet of the corporation. Like creating cultures of continuous learning. And extending our ecosystems of employees to span more types of workers, and more flexible work formats. Employers will need to become the new educators, as they must constantly re-skill—and renew!—their talent resources.

But good could also emerge from this crisis. Employers might tap underserved groups for career opportunities. Companies could view skills-rich certifications as favorably as advanced degrees. And older professionals may even be courted back into the workforce.

Alas, this crisis is making it spectacularly clear: While The Future Of Work nabs all the headlines, The Future of WORKERS is the real story. Instead of predicting “what” work we'll do, and from “where” we'll do it, the focus must turn to “who” will do the work . . . and “how” we'll find and train them.



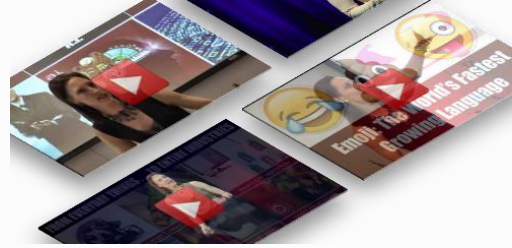
With 25 years of experience delivering engaging and educational tech keynotes and trainings Christina “CK” Kerley is renowned for her charismatic personality and relentless reinvention.

Her extensive range— a catalog of 15+ topics across 10+ technologies—sets CK apart from other speakers

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"CK changes the energy level of a room...and it only gets better as she speaks!"



"CK's content, style, passion and performance are bar none!"



"By the end of CK's energetic, engaging speech, everyone is thinking, 'How do I make this happen in MY business!'"



"CK's insights, incredible energy and contagious passion gives marketers the guidance they need."



"CK's passion and humor is beyond compare—she really takes innovating your business to heart!"



"An exceptional speaker, I hung on CK's every word as she made complex technical concepts accessible to everyone."



"With humor and high energy, CK easily transfers her passion for innovation to her audience!"



"CK never just 'brings it'... she has a way of bringing it BEYOND!"



"CK was phenomenal—incredibly fun, knowledgeable, and engaging!"



"CK session was in many ways a game-changer for our future plans."



"An engaging speaker who makes everyone feel connected, inspired and thirsting for more!"



"A rare presenter that meets the needs of those that are new to tech and those with experience."



"One of the most-gifted presenters I have ever seen."



"Incredibly informative and entertaining."



"CK has a gift... we were all mesmerized!"



"A powerhouse of knowledge, passion and engaging delivery."

