



PrimeTime

Baby Boomers have been at the forefront of leadership and change for the past twenty years - during a time of unprecedented growth and prosperity throughout most of the developed world. However 'times are a changing', and particularly the world of work, with globalisation, exponential growth in technologies, new generations and cultures of staff, each of whom has different demands and expectations - all challenging the status quo.



Please contact Lynda Smith on +27 (0) 82 490 2822 or lynda@refirementnetwork.com for more details. Our web address is www.refirementnetwork.com

Boomers are under more pressure than ever to adapt, maintain relevance and add value. For most this is not coming as naturally as it has in the past.

PRIME TIME speaks to Boomers - it identifies with them, understands what shaped them, why they have been successful, and sees the world through their eyes. However it is their future that **PRIME TIME** particularly addresses and suggests options for their 'next phase in life'.

Boomers need a vision. They dream boldly and need to reinvent themselves to be relevant and contemporary in today's world. Instead of seeing 'Retirement' as an option, many feel forced to 'Retread' a few more years at the same company in a similar role - when they should rather be 'Retyred' and given a new set of personal and career wheels.

Baby Boomers the apprenticeship is over - welcome to your 'Prime Time'.

'Retyred' boomers will prove to be one of the key solutions to the global skills shortage. By understanding Boomers, Generation X leaders will discover new opportunities to use Boomers far more effectively in their organisations - and capitalise on their proven knowledge, wisdom and experience, without the concern that they will block the speed and effectiveness of a modern 21st century organisation.

PRIME TIME as a keynote talk, is classically 'Boomerish' - it's fun and nostalgic, it's inspirational yet practical, it offers wisdom and ideas for all. Ideal for conferences and any presentation where there is a core group of Baby Boomers.

Note:- PRIME TIME is also presented to organisations, in a concise format, entitled "Big Wheels Need Retyring" where it focuses on helping organisations understand Boomers, and the implications for organisations who have a large core of Boomers in key roles.



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