

AI AND YOUR WORKPLACE

Retaining and Attracting Talent in a Tech-Driven World

Presented by **GENE MARKS**



In 2025, businesses are facing the dual challenges of navigating a tight labor market while harnessing the latest AI technologies. With four generations sharing the workplace, each with different needs and goals, companies must create environments that attract top talent and boost productivity. AI offers powerful tools to support recruitment, retention, and management, helping companies build high-value workplaces.

Join Gene Marks, workplace columnist for The Guardian and technology expert for Forbes, for an engaging and fast-paced session that integrates insights from hundreds of business leaders and AI trends. You'll learn the key strategies to shape your workplace through talent management and AI-driven solutions.

During this presentation, Gene will cover these topics and more!

- ✓ **The AI Revolution in Recruitment and Management** — How cutting-edge AI tools like ChatGPT, Microsoft Copilot, and Google Bard can revolutionize hiring, onboarding, and employee management. Discover the platforms that streamline recruitment and create a tech-savvy workplace.
- ✓ **Where to Find and Recruit New Employees** — The best sources for locating talent in a competitive market, plus how AI platforms can enhance the recruitment process and find candidates faster.
- ✓ **AI-Driven Employee Engagement and Productivity** — Learn about AI-powered productivity tools that help employees focus on higher-value tasks, improving efficiency and satisfaction.
- ✓ **The Hottest Benefits and Perks in a Tech-Savvy Workplace** — What benefits are the most sought-after by today's workforce, and how AI can assist in creating flexible, responsive benefits packages tailored to diverse employee needs.
- ✓ **Complying with Workplace Regulations Using AI** — How AI tools help businesses stay compliant with federal and local labor laws, ensuring a safe and inclusive workplace.
- ✓ **AI in Financial, HR, and Customer Relationship Platforms** — Examples of how your existing software platforms can integrate AI to automate routine tasks, improve decision-making, and create smarter workflow.
- ✓ **The Latest AI Security Tools for Data Protection** — As businesses adopt AI, security is paramount. Explore how to leverage the latest data protection and cybersecurity technologies to keep your workplace safe.
- ✓ **Best Practices for a Safe, Diverse, and Inclusive Workplace** — Learn about AI's role in fostering a friendly, equitable, and inclusive environment through unbiased recruitment tools and workplace solutions.



Gene's presentations help business owners and managers of all industries to look ahead, with specific actions for growing and profiting based on the strategies of other business owners in their industry.



G E N E
MARKS

**AUTHOR. COLUMNIST.
KEYNOTE SPEAKER.
CRM ADVISOR.**

Forbes



The Guardian

The Washington Post **The Philadelphia Inquirer**

The New York Times **Entrepreneur.com**

See Gene in Action
www.GeneMarks.com



A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Guardian, The Hill, Forbes, The Philadelphia Inquirer, The Washington Times and The Chicago Daily Herald.

Gene also hosts two very popular podcasts: Thrive and Small Biz Ahead where he interviews politicians, economists, policy makers, celebrities and entrepreneurs that impact business.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is *Want More Cash?: 100+ Ideas And Strategies For Increasing Your Company's Cash Flow This Year*.

Nationally, Gene appears regularly on Fox Business, MSNBC, as well as CBS Eye on the World with John Batchelor and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC, Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.



TESTIMONIALS



"I attended your AI presentation at the March LMC conference in Houston. Our team all commented that your session made the **most memorable impression of the week**. Thank you for your time and efforts. Accordingly, if you could provide a copy of your slide deck, we would greatly appreciate it."

— *Tyson Eavenson, BeLit*



"Thanks much for the **eye-opening (and jaw-dropping) presentation you gave on AI** at last week's Mass. Bankers Conference. Would you send me a copy of your deck? I'd love to share it with my Marketing staff."

— *Peter Roveto, Senior Vice President, Director of Marketing, BrooklineBank*



"Thank you for the very **thought-provoking presentation concerning AI and the rapid developments taking place** in this area that you made at the NCCA meeting in Tucson recently. It is clear from your presentation that this is impacting most areas of our work and personal lives. Following-up on your offer to share your presentation upon request; would very much appreciate receiving a copy."

— *John Mucci, Kibar Americas*



"**Gene was a huge hit again**. We have never brought a speaker in back to back years. Gene certainly was worthy and delivered again!"

— *Kevin Gilbride, Executive Director, The Accredited Snow Contractors Association*



"I finally got to hear Gene speak! This was at our National meeting in Orlando. **He is AMAZING!** Our builders loved him and just everything he had to say. Unfortunately, I only caught the last 15 mins or so of his speech due to working at the event for the most part. But just from what I heard **I was "wowed" to say the least**. He is truly amazing at what he does."

— *Sylvia Gonzalez, Sales & Marketing Administrator, Nucor Building Systems*



"Gene, I would say in my 30 years of attending presentations, yours was THE MOST: **valuable, relevant, properly paced, perfect amount of info**; not too much, but enough, excellent humor, and **perfectly executed presentation** I have experienced."

— *Jill Keim, VP Relationship Manager, First Merchants Bank*

Book Gene for your keynote or breakout session



CALL DANIELLE (570) 764-4725



EMAIL DANIELLE: danielle@marksgroup.net