

Plugging the Baby Boomer Brain Drain

Bill Bruck, Ph.D.

As baby boomers age, organizations' expertise is walking out the door and senior management is facing the impending retirement of a generation of baby boomers. Due to demographic factors, this will cause many organizations to lose a significant portion of their most experienced middle managers and talented senior professionals.

Training won't solve the problem. Research shows that 50-80% of what is learned in the classroom or via e-learning is forgotten within 30 days. Besides, the complex skills in the heads of retiring professionals aren't effectively taught in training in the first place.

In this entertaining and educational presentation, Dr. Bruck shares information about new approaches to learning and knowledge sharing are being used successfully to communicate this tacit knowledge to a new generation of leaders.

You will learn

- How a new Speed to Proficiency model of learning is being used by leading organizations to quickly up-skill professionals and managers
- How new technologies enable organizations to capture the knowledge of departing employees in searchable, rich media "knowledge nuggets".
- How to effectively integrate learning with coaching and performance support.
- How the new generation of social software is enabling collaboration across the office – and across the country.

Who this is for

Managers, senior managers, and executives.

Format

45 to 60 minute presentation, plus optional time for Q&A

The presenter



Since 2001, Bill Bruck has been the lead solutions architect for Q2Learning, of which he is a founding partner. He designed the eCampus technology and end-to-end methodology that has been used in deploying over a hundred blended learning solutions for Fortune 500 companies.

Bill has written over a dozen books on the effective use of technology, which have been translated into five languages. Microsoft Press published his latest book, "Taming the Information Tsunami." He serves as a luminary for media and industry relations and provides keynotes internationally on new social software and its impact on organizations.

Dr. Bruck earned his bachelor's degree from Brown University in human studies, his master's degree from Duquesne University in clinical psychology and his doctorate from the University of Florida in counseling psychology. His accomplishments have been recognized by his listing in Marquis Who's Who in America.