

The Demand For Talent: Navigating This Challenge!

Panel Leader:

*Kenneth Greger, CEO & Managing Director,
Greger/Peterson Associates*

Panelists:

Mary-Elizabeth Gifford - Jurlique

Wolf Hengst - Amala Consulting and Holdings

Christopher Norton - Ecole hôtelière de Lausanne

Vanessa Stoessel - Ecole hôtelière de Lausanne

THE DEMAND FOR TALENT Navigating This Challenge!



Presented by
Kenneth R. Greger
CEO & Managing Director
Greger/Peterson Associates, Inc.

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Last year,

We defined the challenge.

Here's a quick review...

The Facts



USA:

- Growing shortage of human capital, and a future filled with retirees:
 - Between 2008 and 2015, # of people 65 and older is expected to increase 26%
 - 40 to 54 yr-olds will shrink by 5%
 - Americans 25 to 39 will grow by only 6%
- Entrepreneurs will start their own businesses at a younger age, potentially a negative impact to employers
- The U.S. Bureau of Labor Statistics predicts a shortfall of **10 million** workers by 2012, and no later than 2015

The Facts



GLOBALLY:

- The trend continues. By 2025, people aged 15-64 are expected to drop by 7% in Germany and by 14% in Japan.
- Companies increasingly view their human capital as the single most important driver of competitive performance.
- But with a diminishing global workforce, they must work harder to find and keep the best and the brightest.
- McKinsey: “For many companies and governments, global labor and talent strategies will become as important as global sourcing and manufacturing strategies.”



We aren't just competing with other spas for talent;

We're competing with all other industries!

And not just for therapists;

**But also for A-player executives who can lead,
run and grow our businesses!**

WHAT MUST WE DO TO WIN??

To win, we must set our companies up to:

ATTRACT

TRAIN

GROW

RETAIN



College Graduates have
a lot of career choices.

We must work to help them
see spa as a profession

We must partner with
Academia and with each other

We must maintain quality
as our businesses grow

We must cultivate fresh talent
instead of relying on recycling

We must commit all
necessary resources

Outcome:

GLOBAL LABOR SHORTAGE TASK FORCE

- **Labor Shortage Database**

Chair: Heather Blankinship, Rocco Forte Hotels, Frankfurt

- **Academic Partnerships**

Chair: Mary Tabacchi, Cornell University, New York

- **HR/Compensation/Retention**

Chair: [OPEN]

- **Public Relations / Public Affairs**

Chair: Mary-Elizabeth Gifford, Jurlique, USA

These are baby steps, for sure...



...but let's take them together

Summit 2008



TOGETHER

We can make our
industry compelling

TOGETHER

We can win!

TOGETHER

We must lead

**That's what this
SUMMIT
is all about!**

**So, last year,
We defined the challenge**

**This year,
We'll help with navigation**

First, some ground rules...

Panel Discussion

Contributor/Audience Questions and Comments

1 minute limit - 2 MAX!

Respect the Topic: **SOLUTIONS**

Let's get started...

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