

RTSS II Keynote Profile

Barbara Jaworski, BSc, MBA

Founder, Best Employers for 50 Plus Canadians
Chair, Summit on the Mature Workforce
Author, KAA-BOOM! *How to Engage the 50 Plus Worker and Beat the Workforce Crisis*
Workplace Institute



Ms. Jaworski is founder of the **Best Employers Award for 50 Plus Canadians** and Chair of the annual **Summit on the Mature Workforce**. She coordinates those initiatives through the Workplace Institute, an organization that assists companies utilize their total talent pool. Organizations and governments come to Ms. Jaworski for her expertise, research, consultation and use of best practices in the emerging discipline of managing mature organizations. She also co-chairs the US-based annual **World at Work Work-life Innovation Excellence Awards** that are given to organizations anywhere in the world displaying innovation in the creation of work-life and health solutions for their workforce and is the author of **KAA-Boom! *How to Engage the 50 Plus Worker and Beat the Workforce Crisis***.

Barbara Jaworski is well known as the developer of the most innovative programs in work-life, wellness and disease management services for Canadian organizations.

Programs she has developed are available in 4,000 organizations in Canada and globally. In addition, she consults with organizations and helps create integrated, targeted and customized branding strategies to address their existing and emerging employee and productivity issues. Research includes the development of a mature workforce engagement model and connecting this to organizational brand.

Ms. Jaworski regularly speaks at conferences throughout North America on the topics of mature workforces, intergenerational issues, engagement, work-life integration, mental health, stress, healthy organizations and global cultural issues, and is Canada's expert on the aging workforce. She is a frequent contributor to HR and health and benefits publications, and is a sought-after subject matter expert, having been quoted extensively in the media.

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Barbara Jaworski is a featured keynote speaker at the **ROUNDTABLE ON TECHNOLOGY SKILLS SHORTAGE II (RTSS II)** being hosted by the Applied Science Technologists & Technicians of British Columbia (ASTTBC) at the **MORRIS J WOSK CENTRE FOR DIALOGUE** on October 31st 2007 in Vancouver, British Columbia, Canada.

For more information on RTSS II... www.asttbc.org/RTSS
Or email **Wendy Lawson**, Manager, Marketing... wlawson@asttbc.org

RTSS II will be **webcast live**
on **October 31st, 2007...**
Make plans to **'tune in'!**

RTSS II webcast powered by...

