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Media Kit

"When organizations create a space where the strengths of each generation can flourish and are aligned with the vision and mission of the company, they're not only developing future leaders. They're also boosting their bottom line."

Misti Burmeister, founder and CEO, Inspirion

OUR MISSION

Inspirion Inc. is dedicated to bridging the communication gap between people of different generations in the workplace, resulting in increased productivity, retention and employee loyalty. Replacing an employee costs companies 50 to 150 percent of the outgoing employee's salary. Inspirion helps companies avoid that cost while building a more effective workforce by:

- ◆ Speaking and facilitating programs on generational diversity in the workplace, helping organizations build strong intergenerational teams who understand, relate to and complement one another;
- ◆ Coaching executives on how to best communicate with and mentor professionals of different generations;
- ◆ Coaching high potential young employees on how to develop their talent while aligning their personal mission with that of the company; and
- ◆ Creating cross-mentoring programs and rotational internship programs that work!

Under Inspirion's direction, one client boasted a 90 percent reduction in turnover.

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The Inspirion Advantage

What separates Burmeister from all the generational experts talking about Gen Y? Most other experts talk about how organizations or seasoned professionals can best “deal” with young professionals. They put the responsibility solely on the side of the seasoned professional or the organization – and that’s not how you create a bridge. The only way to create a bridge between professionals of different generations is to educate both young and seasoned professionals on how to best communicate with each other. The great truth is that most young professionals want to know their part too! Burmeister facilitates coaching and mentoring programs that focus on developing both young and seasoned professionals, helping young professionals understand why older generations do things the way they do and seasoned professionals focus on results and how things *could* be done.

OUR CEO



Misti Burmeister, founder and CEO, Inspirion

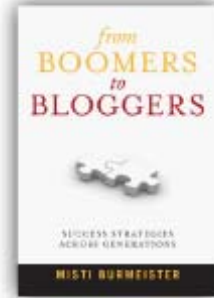
At age 24, Misti Burmeister quit an unfulfilling job as a government contractor with no work lined up and \$37 to her name. Living in Washington, D.C., where she didn’t know anyone, she had to scramble for a plan – quickly. After literally picking herself up off the ground she saw two choices: sit there and wallow or stand up and do something. During this transition, she conducted more than 150 informational interviews in just six months to finally discover her passion – generational diversity in the workplace. She had the foresight to realize what an important issue this would (and has) become as Boomers begin to retire and organizations begin competing in the war for talented young professionals, who are entering the workforce in much lower numbers than previous generations.

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Burmeister saw an opportunity to help companies and their people learn to navigate the generational divide – and retain young people, known for changing jobs almost as easily as they change shoes. So at age 25, she started Inspirion Inc., a Fairfax, Virginia-based, woman-owned consulting company, to make a difference.

Bestselling author of *From Boomers to Bloggers: Success Strategies Across Generations*, Burmeister brings more than a decade of professional experience to her work coaching *Fortune 500* companies and government agencies. Her unique presentation style captures audiences of all backgrounds and encourages the free and open discourse that effectively breaks down communication barriers.



MEDIA

Media Attention:

- ◆ Burmeister named a “Rising Star” for the *Washington Business Journal*’s “Women Who Mean Business” Award
- ◆ *From Boomers to Bloggers* favorably reviewed by the *Washington Business Journal*
- ◆ Featured on the front page of the *Washington Post*’s Jobs section
- ◆ Finalist in the Elizabeth Dole Young Entrepreneur Scholarship (sponsored by Women Impacting Public Policy (WIPP))
- ◆ International Femtor Award for Emerging Leaders, eWomen Network
- ◆ Named “Community Fellow” by the Foundation for Community Leadership

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WHAT PEOPLE ARE SAYING ABOUT INSPIRION

*"You were such an engaging facilitator at the management leadership team meeting I recently attended. Your incredible energy and disarming manner **allowed many to open up and disclose their true feelings regarding how we could better improve relations with [those] outside our own age or race demographics.**"*

William E. Sapp
Sales Center Vice President, DOD/Air Force

*"Misti Burmeister is an asset for any corporation or professional organization. Her skills at intergenerational training are needed by most as the workforce changes. Misti coaches young professionals, women and executives. She engages [them and] builds the energy and desire to execute as a team. **Her work means millions of dollars in increased workforce productivity.**"*

Edie Fraser
Former CEO and Founder, Diversity Best Practices and BWN

*"Misti is as dedicated and passionate about her craft as one can be. The only thing that can possibly rival those traits is the amazing amount of energy she brings into a room. **I'm constantly waiting for her to burst into flames!** If your organization has a cut in its 'line,' Misti is the master splicer you need."*

Guy Timberlake
Chief Visionary, American Small Business Coalition

"She was fantastic. Very well put together and made an excellent presentation, both interesting and engaging."

Lori Addicks
Former VP Career Development, Post Properties

*"We got tremendous feedback from attendees, and **they're clamoring for 'more, more!'**"*

Janet Wigfield
Director of Programming, Working Mother Media Events

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"I enjoyed her speech so much that the time slipped by as if only moments. She held the audience's attention throughout her presentation with sincerity and humor, and afterwards received resounding applause."

Veronica Miro
Permanent Placement Recruiter, Manpower

"[Misti] cause[d] each person not only to be more aware of our individual thinking on the communications dilemma across generations, but to make a conscious decision to re-think where we were and move ahead with this new perspective."

Patricia Ripperger
FMC Government Affairs

"[From Boomers to Bloggers] presents a balanced approach to generational diversity in the workplace with practical advice."

Ken Dahlberg
Chairman and CEO, SAIC

COMPANY INFORMATION

Revenue and Forecast

Inspirion's growth has outpaced its own projections year after year, growing from \$37 to \$22,000 in the first year – and to more than \$240,000 last year. In 2008, we project increasing revenues by 300 percent since last year – to \$1 million.

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