

Caught in the Middle:

The Career Revolution Hiding Inside America's Caregiving Crisis

A data-driven, deeply human keynote that gives every audience member — whether HR leader, current entrepreneur, or career changer — a concrete strategy for what to do next.

FORMAT

Main Stage Keynote

RUN TIME

30–45 Minutes

ADD-ON OPTION

60–Min Workshop Available

WHO THIS IS FOR

This keynote was built for conferences where the audience includes **workforce professionals, HR leaders, and organizational developers** grappling with talent retention in an era of unprecedented caregiving demand — alongside **entrepreneurs and career changers** who are navigating professional ambition and family caregiving at the same time. It speaks directly to all three groups without losing any of them.

AUDIENCE TAKEAWAYS

- 1 **The real cost of invisible caregiving** in the workforce — and why traditional retention strategies are failing the fastest-growing talent segment
- 2 **5 proven strategies** for caregiver-employees and their organizations to redesign work for sustainability without sacrificing performance
- 3 **The Minimum Viable Entrepreneurship framework** — how caregivers can make the leap to business ownership without burning out in year one
- 4 **A skills reframe** that transforms "caregiver gaps" into premium career currency — directly applicable to hiring managers and career changers alike
- 5 **Three clear pathways** — Redesign, Leap, or Pivot — so every attendee leaves with a personal

5 **Three clear pathways** — redesign, Leap, or Pivot — so every attendee leaves with a personal next step, not just inspiration

6 **The Entrepreneur Sandwich™ framework** — a memorable, actionable model audiences can immediately apply in their own organizations and careers

ABOUT THE SPEAKER

Dr. Sher Downing is the Founder & CEO of Downing EdTech Consulting and the Founder & Creator of The Entrepreneur Sandwich™ — a coaching practice, framework, community, and published book serving entrepreneur-caregivers. With more than 30 years of experience in higher education and EdTech, including C-suite roles at R1 research institutions, Sher brings rare credibility at the intersection of organizational leadership, entrepreneurship, and caregiving. She is an EdTech Digest Leading Voice, a Top 50 Women Leaders in Arizona honoree, a Forbes and HBR Ascend contributor, and the host of the *Forward Thinking Experts* podcast (Top 100 EdTech). Her book, *Navigating The Entrepreneur Sandwich™*, launched on National Caregivers Day 2026 to serve the 53+ million Americans who are simultaneously building careers and caring for the people they love.

WHY AUDIENCES TRUST THIS MESSAGE



53 Million Americans

are currently navigating caregiving + career — the data is real and urgent



Lived & Built

Sher built her framework from personal caregiving experience and 30+ years of organizational leadership



Actionable, Not Inspirational

Three distinct pathways mean every audience member leaves with a strategy, not just a feeling

"The middle isn't where your story ends. It's where it gets interesting."

BOOK

geni.us/EntrepreneurSandwich

COMMUNITY

skool.com — The Entrepreneur Sandwich™



Dr. Sher Downing

Founder & CEO, Downing EdTech Consulting

Founder & Creator, The Entrepreneur Sandwich™

CREDENTIALS & RECOGNITION

30+ years in higher education & EdTech, including C-suite roles at R1 research institutions

EdTech Digest Leading Voice, 2026–2027

Top 50 Women Leaders in Arizona honoree

Women in IT USA Awards honoree

Host, *Forward Thinking Experts* podcast — Top 100 EdTech

Bylines in Forbes & HBR Ascend

Dorie Clark mastermind community member

BOOKING & CONTACT

WEBSITE

downingedtech.com

BOOK

geni.us/EntrepreneurSandwich

COMMUNITY

Skool — The Entrepreneur Sandwich™

PUBLISHED WORK

neur Sandwich™: Essential Strategies for Balancing Business Demands and Family

— National Caregivers Day. A strategic guide for the 53 million American caregivers
ng simultaneously.

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