



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Lynne Lancaster

Travels from: California

Fee Range: \$15,001 - \$20,000

Whether it's the Millennials, Generation X or the Baby Boomers, most people have heard about generational differences but few know what to do about them. Whether you are leading an organization, managing a multigenerational workforce or trying to communicate across the generational divide, Lynne Lancaster will give you the insights you need to recruit, retain, manage and market more effectively. If you have ever been frustrated by another generation, her actionable and entertaining approach to identifying trends and applying solutions is for you.

Lynne is co-founder of BridgeWorks, a company that advises leaders, managers and employees on how to bridge generation gaps at work and in the marketplace.

Her speeches and workshops have enlightened and entertained high-level audiences from many of America's best companies, including 3M, American Express, Best Buy, Cisco, Citigroup, Coca-Cola, Disney, Lockheed Martin, Ralph Lauren and Wells Fargo, as well as numerous public sector and nonprofit organizations.

Lynne is co-author of the best-seller *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work* (HarperCollins). A consistent favorite among CEOs, the book is one of only two titles launched by HarperCollins in 2003 that has sold more copies every year since publication. Her newest book, *The M-Factor: How the Millennial Generation is Rocking the Workplace* (HarperBusiness), co-authored with business partner David Stillman, garnered a gold medal from the Axiom business book awards.

Lynne is a sought-after expert on workplace and social trends. She has been a guest commentator on CNN, CNBC and National Public Radio. Her by-line has appeared in numerous publications such as *The Futurist*, *Nation's Business* and *Public Management* magazine. She has been interviewed for a wide range of national publications including *The Wall Street Journal*, *TIME* magazine, *The Los Angeles Times*, *The New York Times* and *The Washington Post*.

Lynne is a Phi Beta Kappa, summa cum laude graduate of the University of Minnesota with a B.A. in English Literature. She earned her stripes as a management consultant, coaching managers and senior executives from major U.S. companies on decoding communication issues.

Most Requested Programs...

- When Generations Connect: Communicating Across Generational Divides
- Breaking Into the Millennial Mind: Strategies for Recruiting, Retaining and Motivating
- Trend Talks: Emerging GenTrends + Why They Matter
- Selling and Marketing to the Four Generations
- Leadership for Every Generation
- Millennial Bootcamp: Reversing the Flow of Generational
- Gen Edge: Meet the Next Generation
- Just for Associations: Engaging Four Generations of
- 4Giving: Recruiting Four Generations of Donors