



Lynne Lancaster

Baby Boomer Lynne Lancaster is one of today's foremost cultural translators. An expert on the generations, she is co-founder of BridgeWorks, a company that advises leaders, managers, and employees on how to conduct business more successfully by bridging generation gaps at work and in the marketplace. Her keynote speeches and workshops have enlightened and entertained high level audiences from many of America's best companies, including 3M, American Express, Best Buy, Citigroup, Coca-Cola, Lockheed Martin, and Wells Fargo, as well as from numerous public sector and nonprofit organizations.

Lynne is co-author of the best-selling business book *When Generations Collide: Who They Are, Why They Clash. How to Solve the Generational Puzzle at Work*. A consistent favorite among CEOs, the book spent time on several best-seller lists and is one of only two titles published by HarperCollins in 2003 that has sold more copies each year since publication. Her most recent book, co-authored with business partner David Stillman, is *The M-Factor: How the Millennial Generation is Rocking the Workplace*.

An engaging and savvy speaker, Lynne is also a sought-after expert on workplace and social trends. She has been a guest commentator on CNN, CNBC, and National Public Radio. Lynne's by-line has appeared in numerous publications such as *The Futurist*, *Nation's Business*, and *Public Management* magazine. She has also 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 recently created a highly successful trainer certification program, BridgeBuilder, which is held in Sonoma, California several times each year. The course has launched more than 120 trainers nationwide from such organizations as the Federal Aviation Administration, General Mills, KPMG, Lockheed, Michelin, VISA International, and Wells Fargo.

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. Lynne's work with business author Harvey Mackay resulted in five bestselling business books, including *Swim with the Sharks Without Being Eaten Alive*. Lynne has served as an adjunct faculty member at the University of Minnesota's Carlson School of Management, and she recently shared the speaking platform with former president George H.W. Bush.

Speech Topics

Leadership: Bringing Out the Best in Every Generation

Leading today is more complicated than ever before. Besides more generations to lead, factors such as changing technology, a volatile economy, mergers, acquisitions, and layoffs have made

today's workplace more challenging than in the past. Leadership is not necessarily determined by one's position on an organization chart or what's on a resume. With roles constantly changing, being a leader can simply mean being reliable and responsible, regardless of age or rung on the corporate ladder.

From attitudes about loyalty to staying on the cutting edge, each generation brings unique leadership traits to work. While some try to figure out which generation's way of leading is best, in reality no generation is better or worse, they're just different. Our speaker(s) will help you identify the = obstacles and opportunities for leadership within each generation and understand the potential impact everyone can make as a leader.

Selling to the Generations

To truly understand their customers, salespeople must think beyond income level, education, buying preferences, and spending habits. The best salespeople need an arsenal of tools to help sell to their clients.

Among these is a clear understanding of who the generations are in today's marketplace, how they differ, and how their unique needs play out in the sales process. Being savvy about the generations can mean the difference between making the sale or not. Selling to the Generations helps audiences understand which sales approaches and techniques appeal to each of the four generations. How do you find the "hot buttons"? When do you sell up? When do you sell down?

What sales pitches will appeal to a Traditionalist vs. a GenXer? These questions and more are addressed in a highly entertaining program that teaches sure-fire strategies for sharpening your generational edge in the sales arena.

Generation X: The New Adult

Generation Xers are redefining adulthood in exciting new ways. They are forming families, holding responsible positions in the workplace, and representing new buying power. They are focused on career flexibility rather than job security and are the most prized demographic for advertisers—they love consumer culture and leading edge products. Yet, this generation is the smallest in population size.

How do we attract these new adults? What does it take to capture their commitment? If we don't train them as managers, who will replace the millions of Baby Boomers who will be eligible to retire over the next decade? Get to know the real Generation Xers—from their parenting styles to their professional goals. Find out what conditions and events shaped this generation, propelled them into positions of power, and inspired their determination as consumers, workers and parents.

Here Come the Millennials...The Next Great Boom

American business is soon to be rocked by the arrival of a new and powerful generation. Millennials (born 1982 to 2000)—the first generation to rival the Baby Boom in size— are already entering high school, trade school and college and are poised to flood the workforce over the next two decades. Passionate and practical, they will bring their own set of work attitudes, expectations, and values to the workplace. How prepared will Gen Xers, Baby Boomers and Traditionalists be to manage them?

Here Come the Millennials offers strategies for recruiting, retaining and motivating this influential new work force. Companies that are forewarned and forearmed will reap the rewards of the Millennial generation's talents, ambition and pragmatic approach to the world of work.

Providing Customer Service to Four Generations

The best customer service providers understand what "service" means to each generation. Whether on the phone, online or face-to-face, attitudes and biases can be reflected in what you say and how you say it; common courtesies often are interpreted differently by different generations. An organization's strategies must reflect the changing face of a multi-generational customer base.

Gain a distinct competitive edge by teaching your customer service reps who the four generations of customers are and how to communicate more effectively with each one. Learn through humorous sketches and real-life examples how to avoid patronizing behaviors and capitalize on emotional connections to make every customer's experience a positive one.

Not-for-Profit: Recruiting Four Generations of Donors

Nonprofit organizations suffer the same frustrations and face the same workplace problems as profit making companies. To be effective, nonprofits need good leadership, strong management systems, marketing savvy, and an ongoing commitment to excellence. They also need to understand what motivates four generations of staff, volunteers and donors to give their time and their money.

Awareness of generational differences is crucial to organizations that must compete for well-qualified and loyal workers when resources are limited. What messages will attract skilled workers to the nonprofit world?

What does it take to make connections with Traditionalists, Boomers, Generation Xers, and Millennials, so they not only donate but also keep giving? How does acknowledging donors of each generation differ?

Board members, staff and hands-on service providers will learn to reach across generation gaps and build lasting bridges.