



GOODMAN SPEAKERS | presents



LYNNE LANCASTER

By now, most people have experienced a generation gap in their personal or work lives. But few really understand what causes these differences or what to do about them. Lynne Lancaster is one of today's most sought-after generational experts and keynote speakers. She knows what makes Traditionalists, Boomers, Xers, Millennials, and Gen Y tick, and she brings her personal brand of humor and insight to bear in helping audiences learn how to solve the generational puzzle.

Lynne's entertaining style and deep expertise take listeners to a whole new level, whether you're struggling to recruit and retain generations in the workforce, seeking to connect with them in the marketplace, or just trying to live and work with them. She doesn't just describe the issues; she interprets them and offers actionable advice on how to lead, manage, market, and communicate effectively in a multi-generational world. She does all that supported by an entertaining array of multimedia including clips from TV shows and movies, stats, stories, case studies, and best practices from some of America's best companies. If you think you know enough about generations, think again. Lynne's smart, strategic and engaging presentation will take you to a whole new level.

Lynne's career spans the creation of two companies dedicated to bridging the generational divide. She is an award-winning keynote speaker, teacher, trainer, writer and frequent expert commentator in the media. 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*, that introduced the U.S. workplace and marketplace to the generations concept. Her most recent book, *The M-Factor: How the Millennial Generation is Rocking the Workplace*, garnered a gold medal from the Axiom business book awards for its portrayal of how this newest cohort is shifting the way every generation is operating at work.

Lynne has received rave reviews for her keynotes from countless companies including Best Buy, Cisco, Disney, General Mills, Johnson & Johnson, MTV, St. Jude, Washington Mutual, Wells Fargo, and VISA, as well as numerous nonprofit and public sector organizations.

In the media, she is a sought-after expert on workplace and social trends. Lynne has been a guest 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 Fast Company, The Los Angeles Times, The New York Times, TIME Magazine, The Wall Street Journal, and The Washington Post.

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Lynne earned her stripes as a management consultant, coaching executives from major U.S. companies on decoding communication issues. Lynne's work with CEO author Harvey Mackay resulted in five best-selling 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 is on the boards of several philanthropic organizations. She is a Phi Beta Kappa, summa cum laude graduate of the University of Minnesota with a B.A. in English Literature.

Speech Topics

Leadership Topic: Leading Across the Generational Divide

Over time the definition of what makes a great leader has changed, and the generations often view the role of leadership very differently. Whether you're a seasoned veteran directing those younger than you are, an experienced Gen Xer juggling multiple generations, a skilled Millennial managing upward, or struggling to connect with all the generations, Lynne's practical and entertaining insights will help you:

- Understand who the generations are and how their views of leadership have changed
- Quantify generational gaps in recruiting, engaging, communicating, retaining
- Increase your effectiveness by understanding how to engage each generation

Workplace Topic: Communicating Across the Generational Divide

It used to be that older workers had all the answers and the younger ones followed orders. How things have changed! Now, with four generations vying for a place at the conference table, roles are being rewritten, and rules are all over the map. More importantly, every generation wants to make a contribution, do work they care about, and be respected and engaged at work. Don't miss Lynne Lancaster's funny, insightful take on how to:

- Identify communication gaps in your workplace
- Understand the causes of generational misunderstandings and frustration
- Master day-to-day situations involving teamwork, feedback, and collaboration

Marketing/Customer Service Topic: What a Difference a Generation Makes! Connecting with Multiple Generations of Clients and Customers

Traditionalists, Baby Boomers, Gen Xers, Millennials, and now Gen Z, view marketing and service very differently. They show up with a confounding array of expectations that can leave service providers and marketing scratching their heads. Whether you are a seasoned professional or just starting out in your career, it pays to understand how you can engage meaningfully with each generation. Lynne's content includes insights into how to:

- Identify generation gaps in your marketplace
- Rethink marketing strategy along generational lines
- Engage one generation without turning off another

Baby Boomer Topic: Boomer’s Next Chapter - Evolution or Revolution?

Generational expert Lynne Lancaster charts the course of the Baby Boom generation as they age, lead, consume, transition, and transform themselves. Whether it’s a gradual evolution or a full-on revolution, this generation will change the world with their sheer numbers, their ability to reinvent on their feet, and their insistence on remaining relevant. Whether you are marketing to this diverse generation or managing and leading them you’ll benefit from understanding them.