



Lynne Lancaster is one of today's most sought-after generational experts and keynote speakers. She knows what makes Traditionalists, Boomers, Generation Xers, Millennials, and Gen Z tick, and she brings her original research, insights, humor, and practical tips to audiences eager to solve the generational puzzle. Lynne's entertaining style and deep expertise take listeners to a whole new level, whether they are 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. And she is supported by an entertaining array of multimedia including clips from TV shows and movies, stats, stories, case studies, and best practices from America's best companies. If you think you know enough about generations, think again.

Lynne's career spans the creation of two companies dedicated to bridging the generational divide. She is an award-winning keynote speaker, a 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* (HarperCollins) that introduced the U.S. workplace and marketplace to the generations concept. She recently edited the new book, *Gen Z @ Work* (Harper) about the latest entrants into the workplace. Lynne has received rave reviews for her keynotes from countless companies including 3M, Adventist Health, Best Buy, Chase, Cisco, Disney, General Mills, Johnson & Johnson, MTV, St. Jude Children's Research Hospital, ...

Testimonials

"Your topic of dealing with generational differences in the workplace and in the community could not have been any more on point for both the professional and personal lives of ICMA's audience of city and county managers."

- Conference Manager.

"You did a great job of explaining how history and each person's graduation experiences have affected how they approach their jobs and what businesses can do to adapt to these different generational viewpoints."

- YPO.

Lynne Lancaster

Speech Topics

- Virtual Keynotes
- Leadership
- Generations
- Communication Skills

