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LYNNE LANCASTER

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. Her most recent book, *The M-Factor: How the Millennial Generation is Rocking the Workplace* (HarperBusiness) garnered a gold medal from the Axiom business book awards for its portrayal of this newest cohort.

Lynne has received rave reviews for her keynotes from countless companies including Best Buy, Chase, Cisco, Disney, General Mills, Johnson & Johnson, MTV, St. Jude, Waddell & Reed, 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, and appeared in national publications including *Fast Company*, *The Los Angeles Times*, *The New York Times*, *TIME Magazine*, *The Wall Street Journal*, and *The Washington Post*.

Lynne earned her stripes as a management consultant, coaching executives from major U.S. companies on decoding communication issues. 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. She is currently at work on how Baby Boomers are evolving into the next phase of life and careers.