



Lynne Lancaster Consulting

LYNNE LANCASTER - KEYNOTE SPEAKER - TOPICS

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 brings her original research, insights, humor, and practical tips to audiences eager to solve the generational puzzle. These are suggested topics; we pride ourselves on customizing to your specific needs and interests.

LEADING ACROSS THE GENERATIONAL DIVIDE

What makes a great leader and how do the generations view the role of leadership differently? Today, the expectations of leaders are evolving. Whether you're a seasoned veteran directing those younger than you, an experienced Xer juggling multiple generations, a skilled Millennial managing upward, or you are struggling to connect with all the generations, Lynne's savvy research, entertaining anecdotes and practical advice will help you:

- Understand who the generations are and how their expectations of leaders have changed
- Quantify generational gaps in recruiting, engaging, communicating, and retaining
- Increase your effectiveness as a leader by understanding how to engage each generation
- Apply hands-on techniques to flex your leadership style

WHAT A DIFFERENCE A GENERATION MAKES! – BRIDGING THE GAPS AT WORK

This is for anyone who has to work with multiple generations. A good generational mix can make for a highly productive, fulfilling environment. Or it can make you want to tear your hair out! With five generations all vying to make an impact in the workplace, roles are being rewritten and rules are all over the map. This high energy and insightful presentation will update you on the generations in today's workplace, and how you can collaborate, engage, and communicate with them. Whether you are supervising, managing, or are an individual contributor, you will...

- Get to know your own generation and how that shapes your views on work
- Understand the causes of generational misunderstandings
- Identify the generation gaps in *your* workplace
- Connect more effectively with every generation

RECRUITING IN A TIGHT JOB MARKET

A strong economy is great for business but tough for recruiting. As the unemployment rate reaches all-time lows in many markets, recruiters are struggling. With so many organizations competing for the same workers, how do you make your message stand out? What are candidates looking for? And what do you need to know about the generations to give you a competitive edge? Lynne Lancaster offers a bird's eye

view of how generational insights and recruiting smarts come together to create winning results. With humor, examples and case studies from the trenches her topics include...

- Why the talent market is really so tight and what you can do about it
- How to take an “out-of-the-box” look at your talent sources
- What to do when your boss doesn’t get it
- Leveraging value proposition through the eyes of another generation
- Who is Gen Z and what will they be like in the job market?

HOW THE NEWEST GENERATIONS ARE ROCKING THE WORKPLACE

Millennials make up over 50% of the U.S. workforce and are stepping up to big jobs, yet employers are still struggling to recruit and retain them. Now here comes Generation Z, with their own sets of attitudes and expectations! With the U.S. unemployment rate at an all-time low, it is more important than ever to understand how to recruit, retain and engage the younger generations. It’s time to toss out the stereotypes and get to know who these influential and ambitious cohorts really are. Learn:

- What makes Millennials unique from other generations
- Who is Gen Z and what do we need to know about them
- What are the influences that have made Gen Z different from their predecessors
- Which industries are role models for recruiting and retaining younger talent—and why
- How can Millennials be most effective as they take over management roles

MARKETING AND SELLING TO MULTIPLE GENERATIONS OF CLIENTS AND CUSTOMERS

Traditionalists, Baby Boomers, Gen Xers, Millennials, and now Gen Z, view sales very differently. They show up with a confounding array of expectations that can leave marketers and service providers scratching their heads. Do they want face-to-face contact or prefer screen-to-screen? How can you stand out in a crowded marketplace? What does “service” even mean? Whether you are a seasoned professional or just starting out, you will learn how to engage with each generation of clients and customers. Lynne will help you:

- Identify the generations in your marketplace
- Rethink sales and marketing strategies along generational lines
- Engage one generation without turning off another
- Sell and market more effectively to each generation

THE BABY BOOMERS’ NEXT CHAPTER—EVOLUTION OR REVOLUTION?

Lynne Lancaster charts the course of the Baby Boom generation as they age, lead, consume, and transform. Whether it’s a gradual *evolution* or a full-on *revolution*, this generation is changing the workplace and marketplace with their sheer numbers and ability to reinvent on their feet. We’ve all heard about the longer “on-ramp” to adulthood experienced by Millennials. But no one is talking about the longer “off-ramp” Baby Boomers desire. Whether you are marketing to this diverse generation or managing them you’ll benefit from understanding:

- How Baby Boomers are reinventing this phase of life
- What are workplace and marketplace trends we can expect to see?
- How can we connect with this dynamic generation more effectively?

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