



CAPITOL CITY SPEAKERS BUREAU

We help you thrill your audience!



Lynne Lancaster

Travels from: California

Fee Range: \$15,001 - \$20,000

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. A new book, co-authored with business partner David Stillman, is in the works.

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. 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 *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®, 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 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 recently shared the speaking platform with former president, George H.W. Bush.

Most Requested Programs...

- Recruiting, Managing & Retaining Four Generations
- Marketing to Four Generations of Customers & Clients
- Leadership: Bringing out the Best in Every Generation
- Selling to the Generations
- Generation X: The New Adults
- Here Come the Millennials...the Next Great Boom
- Providing Customer Service to Four Generations
- Engaging Four Generations of Donors