

Lynne Lancaster

Expert on Generational Issues in the Workplace and Marketplace

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.

Lynne's keynote speeches and workshops have enlightened and entertained high level audiences from many of America's best companies, including 3M, American Express, Best Buy, Cisco, Citigroup, Coca-Cola, Deloitte, Disney, Intel, Lockheed Martin, and Wells Fargo, as well as from numerous public sector and nonprofit organizations. She was recently named a *Top Five* speaker for 2010.

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. Her new book, *The M-Factor: How the Millennial Generation is Rocking the Workplace*, co-authored with business partner David Stillman, has already garnered a gold medal from the Axiom business book awards.

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 *Delta Sky*, *The New York Times*, *TIME* magazine, *The Wall Street Journal*, and *The Washington Post*.

Lynne is the creator of a highly successful trainer certification program, BridgeBuilder®, which has launched more than 100 trainers nationwide from such organizations as the Federal Aviation Administration, General Mills, Lockheed, Michelin, and VISA International.

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.