

Lynne Lancaster

Expert on Generational Issues in the Workplace and Marketplace

Succession: Creating the workforce of the future. Lancaster speaks about establishing a better synergy of the ideas, demographics, and working styles that exist among the varied age groups that make up modern employee structure.

Workplace: Recruiting and retaining four generations . Lancaster addresses the differences in work habits and employment life cycles of recent graduates, Baby Boomers, and Traditionalists.

Leadership: Bringing out the best in every generation. Lancaster seeks to bridge the gaps between the age groups, and finds ways to forge strong business relationships among them. She works on bringing them together to work toward the same goals.

Generation X: The new adult. Lancaster brings to light the staggering notion that Generation X is no longer a cross-section of children, but rather the next assembly of grown-ups who have assumed all the responsibilities as such.

Here come the Millennials: The next great boom. Lancaster's forecasting brings the latest age group, Generation Next, into the wide, wide workplace. She presents ideas that make the transition easier for all four generations to recognize and adapt.

Non-profit: Engaging four generations of donors, members, staff, and volunteers. Lancaster also talks about the differing methods of marketing to the various generations and attracting each group to contribute to the greater good.