Lynne Lancaster

Expert on Generational Issues in the Workplace and Marketplace

WHAT A DIFFERENCE A GENERATION MAKES! – BRIDGING THE GAPS AT WORK A good generational mix can make for a highly productive, fulfilling environment. Or it can make you want to tear your hair out! 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 has shaped your views on work Identify the generation gaps in your workplace Connect more effectively with every generation

HOW GEN Z IS ROCKING THE WORKPLACE Members of Gen Z are firmly established in the workforce, but employers still don't know much about them. With the U.S. unemployment rate at an all-time low, it is time to toss out the stereotypes and get to know the attitudes and expectations of this ambitious generation. Learn… Who is Gen Z and what do we need to know about them What are best practices for recruiting and retaining younger talent—and why How to create a culture in which younger hires can thrive

LEADERSHIP: BRINGING OUT THE BEST IN EVERY GENERATION What makes a great leader and how do the generations view the role of the leader differently? 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 Increase your effectiveness as a leader by understanding how to engage each generation Apply hands-on techniques to flex your leadership style

COMMUNICATING ACROSS THE GENERATIONAL DIVIDE This is for everyone who has struggled to be heard and understood by another generation. Often it's generation gaps that get in the way of good communication at work. Stereotypes, misunderstandings, and disrespect are all signs that the generations on the team aren't connecting. Here's how to… Recognize what every generation fears most, and how those fears show up at work Find ways to reach across the gaps and genuinely connect Build a culture of mutual respect

RECRUITING IN A TIGHT JOB MARKET 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? And what do you need to know to give you a competitive edge? Lynne Lancaster explains how generational insights and recruiting smarts can come together to create winning results. Her topics include… Why the talent market is really so tight and how you

can respond What to do when your boss doesn't get it Leveraging value proposition through the eyes of another generation

BREAKING INTO THE MILLENNIAL MIND: STRATEGIES FOR RETAINING AND MOTIVATING Now the largest generation in the U.S., Millennials make up more than 50% of the total workforce. Yet, many companies still struggle to inspire and retain them. Whether you are a Millennial yourself or working with them, you'll benefit from understanding… What makes Millennials tick How are Millennials' expectations of the workplace unique What strategies smart companies employ to drive Millennial loyalty and engagement

MANAGING THE GENERATIONS IN TURBULENT TIMES Everybody knows the world is a stressful place these days. With challenging economic times, a global pandemic, and uncertain futures for many companies, it's easy to see how employees of every generation might be struggling with anxiety. Lynne can help you… Understand how the generations might react to stress differently Identify ways to create a more cohesive culture Recognize what you can do to support each generation

Recognize what you can do to support each generation MARKETING AND SELLING ACROSS THE GENERATIONAL DIVIDE Traditionalists, Baby Boomers, Gen Xers, Millennials, and now Gen Z, view sales very differently. Do they want face-to-face contact or screen-to-screen? What does "service" even mean? How can you stand out in a crowded marketplace? Whether you are a seasoned professional or just starting out, Lynne will help you… Identify the generations in your marketplace Engage one generation without turning off another Rethink sales and marketing strategies along generational lines