

# Insight on Coaching – Guest Bio

*Lynne Lancaster, Co-founder, BridgeWorks*

## Introduction

Speaker, author and generation expert Lynne Lancaster is co-founder of BridgeWorks; a company dedicated to helping corporations and associations bridge the generation gaps in the workplace and marketplace.

## Experience

Lynne earned her stripes coaching executives on strategic communication issues. She founded her own management consulting firm, the Lancaster Consulting Group, and developed a stellar corporate clientele that included top executives from companies such as Coca-Cola, Fidelity Investments, Pillsbury, Principal Financial Group, and Ralston Purina. Her work with CEO-author Harvey Mackay resulted in five best-selling business books, including Swim with the Sharks Without Being Eaten Alive, Pushing the Envelope All the Way to the Top, and Sharkproof.

## Education

Lynne is a Phi Beta Kappa, summa cum laude graduate of the University of Minnesota where she has served as a Carlson School of Management adjunct faculty member.

## Professional Affiliations, and Recognition

Lynne has co-authored the best-selling book, When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work. It was published to rave reviews by HarperCollins in 2002 and was released in paperback in March 2003. Lynne has been featured in *TIME* magazine and on numerous radio and TV programs, including CNN, CNBC, and the *Today Show*. In 2003, Binney & Smith, makers of Crayola products, named Lynne their 100th anniversary celebration third party spokesperson.