



Dr. Tasha Eurich is an organizational psychologist, researcher, and *New York Times* best-selling author. As a passionate and engaging keynote speaker, she masterfully blends scientific research, actionable tools, and powerful stories to help her audiences gain new insight to make smarter choices, build stronger relationships, and succeed at work—and in life.

Becoming a Generational Genius: Why most Generational Problems are Leadership Problems in Disguise

For centuries, older generations have been lamenting the foibles of younger generations. And for many business leaders, generational conflict isn't just pervasive—it seems downright inescapable. For Baby Boomers and Gen Xers, the surge of Millennials in the workforce has left them perplexed and vexed, while Millennials feel frustrated and misunderstood.

In this provocative keynote based on her own original research, *New York Times* best-selling author (and proud Millennial) Dr. Tasha Eurich reveals why most generational problems are actually leadership problems in disguise. Audiences will learn the myths and realities of generational differences, what the real problems are, and how effective leadership can cure most generational ailments.

Audiences will leave with:

1. The knowledge to differentiate between generational hype and reality.
2. A clear understanding of their own generational stereotypes.
3. Actionable tips to improve generational harmony.