



**Dr. Tasha Eurich** is an organizational psychologist, researcher, and *New York Times* best-selling author. As a passionate and enlightening 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 widespread—it seems downright inescapable. For Baby Boomers and Gen Xers, the surge of Millennials into the workforce has left them perplexed and vexed, while Millennials feel frustrated and misunderstood.

*New York Times* best-selling author, organizational psychologist, and proud Millennial Dr. Tasha Eurich reveals why most generational problems are actually leadership and self-awareness 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.



In this provocative keynote, audiences participants will discover:

1. Which generational “differences” are myths and which are reality.
2. A clear understanding of their own generational stereotypes.
3. A few actionable tips to improve inter-generational harmony right away.

#### Sample Alternate Titles (Customized):

- How Self-Aware Leaders Engage and Retain all Generations
- Myth Vs. Hype: The Surprising Secrets of Inter-Generational Harmony
- What Generational Differences? How Smart Leaders Distinguish Media Hype from Reality