



PHYLLIS WEISS HASEROT

Catalyst for Cross-Generational Relationships at Work
Inspiring Facilitator, Strategist, Author, Speaker

Key Focus: Transforming disconnects across different generations into understanding and harmonious, profitable relationships and collaboration

Phyllis Weiss Haserot is the foremost workplace multi-generational expert speaking with a cross-generational voice. She champions the power of cross-generational conversation and collaboration to solve the urgent problems and nuances of attracting and retaining clients and employees of different generations, knowledge transfer, and succession planning. Phyllis brings an unusual combination of marketing, conflict resolution, and organizational effectiveness expertise to solve sensitive challenges that hinder productivity, client relationships, effective teamwork, and business development results.

Phyllis' value to your audience: Perspective to understand why people think/act as they do. She inspires and facilitates action to foster meaningful conversations and relationships in organizations on the part of management, next gen leaders, young professionals, and multi-generational teams that are increasingly the key to productivity, profitability and sustainability. Her newest book, *YOU CAN'T GOOGLE IT! The Compelling Case for Cross-Generational Conversation at Work*, examines through the lens of each generation, 10 essential skills and traits for success that can't be acquired, learned, or practiced by searching the internet -- but rather through conversations and relationships with people they work with.

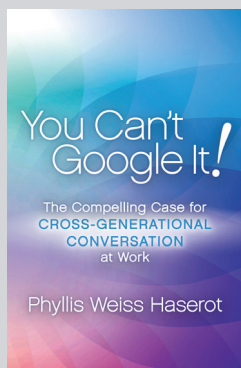
SUGGESTED INTRODUCTION:

Phyllis Weiss Haserot (Haz-er-o), a “uniter” dubbed the “cross-generational voice,” works with organization leadership and multi-generational teams focused on both external and internal stakeholder relationships to solve the increasingly urgent problems inherent in retaining the most desirable talent and clients. She leads Cross-Generational Conversation Day workshops, forums, and masterminds for professionals, knowledge workers, and university student and alumni communities. Phyllis is the author of *YOU CAN'T GOOGLE IT! The Compelling Case for Cross-Generational Conversation at Work*, in which she shares the insight and experiences that have shaped and been shaped by three decades of trailblazing in thought leadership, strategic consulting, facilitating, and coaching.

President and Founder of [Practice Development Counsel](#), a business development and organizational effectiveness consultancy, Phyllis is a speaker and blogger on intergenerational relations issues for Forbes.com, Next Avenue, Legal Executive Institute, IRIS.xyz, LinkedIn, and others. She is also founder of the Cross-Generational Conversation group on LinkedIn.

INTERVIEW TOPICS

- 5 key things to know about each generation that will change how you interact, persuade, recruit, retain, and sell
- Impact X: How Gen Xers can define their purpose and legacy as a generational bridge
- Confident Collaboration: Adjusting to younger managers supervising older workers
- How to stay relevant at any age with cross-generational strategies at work
- How to use your Authentic Age to advocate for yourself at work
- How to use the competitive advantage of generational diversity for growth



To succeed at work, you have to communicate effectively. But too many professionals have a blind spot when it comes to cross-generational communication. Phyllis Weiss Haserot's new book provides a powerful antidote. With her guidance, you'll be more attuned to others and your own message will be heard, loud and clear.

Dorie Clark
author of *Reinventing You* and *Stand Out*, and adjunct professor, Duke University's Fuqua School of Business

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