

# BRYAN LANSING

## MILLENNIAL

FACTOID:

**68% OF MILLENNIALS  
GET THEIR NEWS FROM  
SOCIAL MEDIA.**

Bryan is a dynamic speaker and generational junkie who uses humor and poignant personal stories to impact lives and bridge gaps in the workplace and marketplace. Bryan has been speaking for over 10 years in front of a wide variety of audiences including Target, 3M and General Mills. Regardless of who is in the room, he delivers with a fun, dynamic style that can capture the attention of any audience.

As a representative of the Millennial generation, Bryan strives to combat Millennial fatigue and show that just because the newest generation works differently doesn't mean they don't work just as hard. He is a generational bridge builder who expertly paints the picture of who each generation is, why they behave the way they do, and what traits they bring to the workplace. With his energy, positivity, and professional poise, Bryan lights up the stage and delivers insightful strategies that create meaningful change long after he's left the stage.

## FUN, DYNAMIC, POSITIVE

BridgeWorks has been dedicated solely to the study of generational differences since its inception in 1998 and is the company that wrote the best-selling books *When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work* (2003, HarperCollins) and *The M-Factor: How the Millennial Generation is Rocking the Workplace* (2010, Harper-Business). BridgeWorks has worked with clients varying from the AARP to MTV and over 30 Fortune 100 companies in between.

Bryan recently joined the Minnesota Timberwolves for his first season as an in-arena host. Though not a fan of the cold, Bryan currently resides in Minneapolis.



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