



# SARAH L. SLADEK

Generations Expert • Author • Keynote Speaker

[www.sarahsladek.com](http://www.sarahsladek.com)

## Sarah delivers clear value to audiences committed to bridging the generational gap and creating sustainable organizations.

Sarah Sladek was leading the charge for organizations and companies to adapt to younger members and workers long before anybody else. Her accolades are substantial.

### Entrepreneur

In 2002, Sarah launched one of the nation's first and only generation-focused companies. As CEO of XYZ University she helps organizations nationwide bridge gaps, increase ROI, and remain relevant to future generations.



### Author

Sarah is the author of three books. *The New Recruit: What Your Association Needs to Know About X, Y, and Z* (2007) was the first book to address the generation gap in membership associations. *Rock Stars Incorporated: Hiring the High Maintenance High Performance Hotshots Half Your Age* (2008) addresses generation gaps in the workforce. Her latest book, *The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century* (2011), advises associations how to stay relevant and grow membership amidst rapidly-changing technology and demographic shifts.



### Trendsetter

Sarah is the founder of the RockStars@Work Conference, the nation's first generation-themed business conference and awards program addressing the talent gap. The inaugural conference was hosted in Minneapolis in 2009 and brought in such notable companies as DreamWorks Animation, Fortune, Jobing.com, Quicken Loans, and Best Buy.



### Speaker

Not surprising, Sarah has become a sought-after speaker. Backed by years of experience and supported by solid research, she is committed to helping organizations engage every generation to thrive and prosper in the new economy. Her candid, yet motivational and solution-driven presentations have been referred to as "rockin'," "a wake-up call," "thought-provoking," and "hugely relevant."



"The energy Sarah brings to her work and to the benefit of the client is **excellent**. She received a nearly 100% rating on our audience survey! Awesome!"

*Kathleen Riopelle,  
Metropolitan Economic Development Association*

"Sarah truly did a fabulous job and the data and the insight she presented was **invaluable** to the attendees."

*Jennifer Wilson,  
American Nurses Association*

"Attendees raved about Sarah's content, as well as her ability to **captivate and engage** the audience."

*Jenica Hickey,  
Minnesota Multi-Housing Association*

"Sarah provided two presentations to our organizational leaders. Both presentations were **very well done and very well received** by our leaders."

*Mary Wynne,  
Dollars for Scholars*

"Our challenges ranged from declining membership to generational differences. Thanks to Sarah's insight, as well as her organizational management acumen, we were able to **implement some very significant changes** within our organization."

*Teresa Foster,  
National Athletic Trainers Association*

"Sarah's presentation provided creative ideas, encouraged people to think outside the box, and motivated us to proactively reach the younger generations. **Our audience was so impressed!**"

*Kathy Messerli,  
Minnesota Medical Association*

"Sarah Sladek understands demographic shifts and how to exploit them; her advice her tactically sound, easy to follow, and **consistently right**."

*Jeff Leitner,  
Insight Labs*

"Sarah presented at our annual Diversity Conference. Feedback from the participants was very positive; many expressed their appreciation in the concise way she shared the information and the interactive format of her presentation."

*Deb Haan,  
Wells Fargo*



# Demographic Shifts • Talent Management Multi-Generational Workforce • Leadership Development Future-Ready Associations • Succession Planning

## Past Presentations

Adhesive and Sealants Council  
American Bar Association  
American College of Sports Medicine  
American Institute of Small Business  
American Physical Therapy Association  
Associated Builders and Contractors  
Associated General Contractors  
Association Forum of Chicagoland  
Builders Association of Minnesota  
Business & Professional Women USA  
CCIM Institute  
Community Bankers Association  
Dollars for Scholars  
Energetic Women  
General Federation of Women's Clubs  
Hennepin County Medical Center  
HRConnection  
HR Training Center  
Illinois Credit Union League  
Indiana Society of Association Executives  
Institute of Management Accountants  
International Facility Management Assoc.  
International Org. of Ticketing Professionals  
KRM Information Services  
Meeting Planners International  
Metropolitan Economic Development Assoc.  
Midwest Society of Association Executives  
Minneapolis Regional Chamber of Commerce  
Minnesota Chamber of Commerce  
Minnesota Commercial Real Estate Women  
Minnesota Medical Association  
Minnesota Org. of Leaders in Nursing  
National Athletic Trainers Association  
National Association of Bar Executives  
National Association of Home Builders  
National Fraternal Congress of America  
Nonprofit Solutions  
Progressive Business Publications  
Society of Plastics Engineers  
Superior Hiking Trail Association  
Wells Fargo

## Contact

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## Booking

To hire Sarah Sladek for your next engagement please contact **Devie Hagen**  
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To view videos and additional information, visit [www.xyzuniversity.com](http://www.xyzuniversity.com).

## Most Requested Presentations for Associations

- **The End of Membership As We Know It**  
Associations are challenged more than ever before to retain membership, market to prospective members, and raise revenue. Rather than negotiate and haggle your way back to the top using traditional methods, learn revolutionary membership models to put your association on the fortune-making fast-track. These concepts will help your association build a sustainable, prosperous, next generation association that will corner the marketplace and keep members coming back for more.
- **What Your Association Needs to Know About X, Y, & Z**  
Generations X and Y are the most elusive, skeptical, tech-savvy generations in history. By 2015, these generations will comprise the majority of the workforce and Generation Z will be entering the workforce. You need the membership and leadership of these generations for your association to survive. Learn how your association can be relevant to, engage, and capitalize on these emerging and influential member markets.

### Additional Topics

- Amplify Association ROI: Giving and Getting the Greatest Return on Investment
- Engaging the Next Generation Without Alienating the Loyalty Generation
- Membership Growth: What's Love Got to Do With It?
- Show Me the Money! Profit-Building for Non-Profits

## Most Requested Presentations for Business

- **Generations@Work**  
A core challenge over the next decade will be to attract and retain a skilled workforce. This situation is exacerbated as companies find themselves managing four generations—each with their own distinct values and attitudes toward work. To successfully integrate these generations into the workplace, companies will need to embrace radical changes in recruitment, benefits, and culture. Learn how to successfully foster a culture of collaboration, acceptance, and productivity.
- **Next-Generation Employers of Choice**  
The U.S. Bureau of Labor Statistics is projecting a shortfall of 10 million workers within the next few years. Now more than ever it's important to keep young employees challenged, motivated, and dedicated to their jobs. This presentation focuses on the keys to talent capacity-building and next-generation workforce development. Learn what some of the most influential companies in America are doing to develop a strong bench of future leaders, further employee engagement, and emerge as next generation employers of choice.

### Additional Topics

- Hiring the High Maintenance, High Performance Hotshots Half Your Age
- The Next Generation of Leadership
- Millennials Rising: Why Generation Y is So Darn Special
- Workforce 2020: Preparing for What (and Who) the Future Will Bring

## Media Mentions

