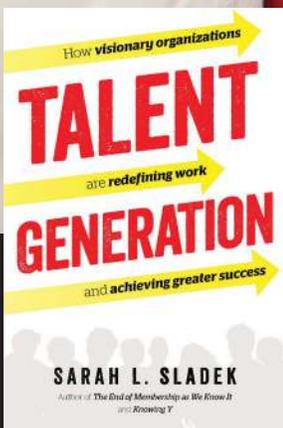


# SARAH L. SLADEK

Speaker, Author and CEO



**ENGAGE  
THE NEXT  
GENERATION  
NOW**



**ANNOUNCING  
TALENT GENERATION**

Employee turnover costs the U.S. an estimated \$30.5 billion each year and 10,000 Baby Boomers are retiring every day. Learn how to thrive in the face of disruption with Sladek's 5th book. Details on page 2.



# THRIVE IN AN ERA OF DISRUPTION.

“ Sarah delivered exactly what we needed and tied it to our business at Kellogg perfectly.  
— Noel Hornsberry, Kellogg Company

“ Recruiting younger members is essential to our future if our organizations are going to remain vibrant and relevant. I give Sladek a lot of credit for taking on a hard and important issue.  
— John Graham, ASAE & The Center for Association Leadership

Early in her career, Sarah was often the youngest person in the room. Organizations were struggling to engage younger generations and Sarah’s research proved the problem would only worsen with time. She was inspired to create the solution, and since 2002, her life’s work has been dedicated to helping organizations engage future generations of members, employees, leaders, and volunteers.

## Most popular topics

### TALENT GENERATION

Discover the shared traits of organizations that have been capable of engaging employees in this era of disruption—what they did, why it worked and how it’s made a difference to the organization’s bottom line.

### GEN Z

Meet the first generation of the 21st century. They came of age during the most disruptive decade of the last century and are about to make a big impact on your organization and our economy.

### GENERATIONS@WORK

Discover solutions and proven strategies for engaging employees in this ever-evolving, multi-generational workforce.

### KNOWING Y

Explore recruitment, retention, management, and marketing strategies your organization needs to engage Generation Y/Millennials.

### THE END OF MEMBERSHIP AS WE KNOW IT

Learn revolutionary membership strategies to put your association on the fortune-making fast-track.

## As featured in:



### SPEAKER

Sarah Sladek is the leading researcher and foremost authority on Generations X, Y and Z. Audiences rave about her ability to deliver information in entertaining and provocative ways, blending pop culture with best practices, trend forecasting, research and strategy. Sladek brings her expertise to 40+ events a year to audiences worldwide.

### AUTHOR

Sladek has authored more publications on the topic of generations than any other consultant. With two bestsellers for Association Management Press: “The End of Membership As We Know It” (2011) and “Knowing Y” (2014), Sladek is proud to debut her fifth book, “Talent Generation,” on sale now.

### CEO

Sladek launched one of the nation’s first generation-focused companies in 2002. Today, XYZ University remains the only company in North America specializing in the engagement of Generations X, Y and Z.

**BOOK SARAH FOR YOUR NEXT EVENT!**

Contact Brad: [bsladek@XYZUniversity.com](mailto:bsladek@XYZUniversity.com) or 877.266.6689

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