

Sarah Sladek

CEO, XYZ University

Concerned about declining engagement in our nation's membership associations, non-profits, and workplaces, Sarah Sladek founded XYZ University to help organizations bridge generation and talent gaps.



Launched in 2002, XYZ University remains one of the only companies in the U.S. dedicated to the generational topic and helping organizations sustain by staying relevant to, and engaging the participation of, Generations X, Y, and Z.

As a sought-after speaker and consultant, Sarah works with organizations nationwide, providing Next-Generation Intelligence through a variety of mediums: strategic planning, keynotes and workshops, marketing campaigns, and events.

She is the author of three books. *The New Recruit: What Your Association Needs to Know About X, Y, & Z* (2007) was the first book to address the generation gap in membership associations.

Sarah immediately followed with a second book geared towards bridging the talent gap in the workplace, *Rock Stars Incorporated: Hiring the High-Performance, High-Maintenance Hotshots Half Your Age* (2008), and launched a national conference addressing the topic. The RockStars@Work Conference was the nation's first business conference focused on bridging talent and leadership gaps in the workforce and brought in such notable companies as DreamWorks Animation, Fortune, and Best Buy.

Sarah's most recent book is a bestseller. *The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century* (2011) helps membership associations regain their foothold in the marketplace despite recent economic and demographic challenges.

Sarah's expertise has been featured in media including National Public Radio, *Fast Company*, *Talent Management*, *Associations Now*, *Star Tribune*, and *Minnesota Business*, and she has keynoted events for the American Bar Association, Associated General Contractors, Community Bankers Association, and National Fraternal Congress of America, among others.

