

(CONTINUED FROM FRONT FLAP)

at my speed.” In her book, Ms. Burmeister takes the focus off of “right” vs. “wrong” and puts it on what is truly important – the vision/mission of the organization and individuals working for the organization. From this perspective, the reader realizes the tremendous opportunity to leverage the strengths of every generation.

**THE STORIES**

We tend to learn best through relating to stories. For this reason, Ms. Burmeister uses real stories throughout the book to illustrate how both seasoned and young professionals can create a common ground.

**YOUR OPPORTUNITY**

The content within this book is the essential building blocks for understanding how to create common ground between generations. When people take and apply what they have learned from this book, their ability to effectively communicate across generations increases significantly.



*From Boomers to Bloggers* offers critical information that will help both individuals and organizations achieve success across generations. Taking time to find common ground can only enhance relationships and company productivity. That common ground can often be found through focusing on the company’s vision and mission. When organizations create a space where the strengths of each generation can flourish and are aligned with the vision and mission, they meet with success beyond comprehension.

*“Misti Burmeister captures not only the essence of the intergenerational communication divide, but also provides the tools for every professional to successfully conquer it. This book should be required reading for every individual in the workplace, and I will ensure it becomes a staple in the library of everyone I connect with.”*

**STEPHANIE MCFEE**  
Sr. Manager, Women’s Market,  
Wal-Mart Stores, Inc.

*“A significant way that Boomers can leave a lasting legacy within their organizations is to ensure that the incoming generation is fully embraced, valued, engaged and utilized. Misti Burmeister provides the roadmap and the tools to make this happen!”*

**LORI ADDICKS**  
Vice President Learning and Development  
Post Properties, Inc.

*“When I speak with business leaders about some of their most pressing problems, the issue of retaining young talent emerges again and again. They are perplexed and feel as if they can’t do anything about it. Misti Burmeister is a refreshing thought leader in this space, and this book provides straight-forward, valuable advice on how to bring generations in the workplace together. It delivers an empowering message to assist business leaders to better retain young talent; doing so also helps the bottom line!”*

**TONY WOLFE**  
Vice President



As an expert in intergenerational communication, Misti Burmeister has worked with Fortune 500 companies and top military leaders to motivate and inspire their staff to work together, beyond their generational differences. Misti believes increased understanding creates increased collaboration and she supports this process through motivational speaking, executive coaching and tailored workshops.

Misti holds a Masters degree and two Bachelors degrees from the University of Northern Colorado.



PHOTOGRAPH BY DAREEN LIVINGSTON

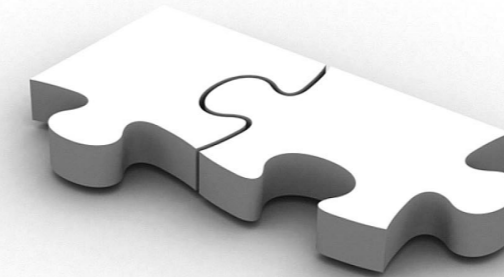


*from BOOMERS to BLOGGERS*

MISTI BURMEISTER

~ BEST SELLER ~

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SUCCESS STRATEGIES  
ACROSS GENERATIONS

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ACROSS GENERATIONS

BY MISTI BURMEISTER

**THE CHALLENGE**

For many years, we have been told to focus on what organizations or seasoned professionals can do to deal with young professionals.

Contrary to traditional and outdated attempts, this book was written to assist both young and seasoned professionals. When young professionals understand how to communicate effectively with seasoned professionals, they will begin getting what they want and need from them. Likewise, when seasoned professionals understand young professionals – why they speak and act as they do – and seek to communicate from a place of understanding, they will hold the keys to engagement and loyalty.

Essentially, both young and seasoned professionals are saying the same thing: “Please slow down and help me to learn

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