



## Sherri Elliott-Yearly | Generational Guru

Sherri Elliott-Yearly is the leading expert on the impact of generational change and its impact on the workplace. As an author, columnist, blogger, and lecturer, she imparts a clear understanding of how generational demographics are changing the landscape of business. Elliott-Yearly and her consulting firm, Generational Guru, have provided research and consultation on generational issues to hundreds of companies and professional groups, ranging from small businesses to multinational corporations, as well as major professional associations, for over 15 years.

Quoted by the Chicago Tribune, CNNMoney.com and US News & World Report, she has been heard on ABC Talk Live, iHeart Radio, NPR and profiled on Conde' Nast's Portfolio.com. Sherri has become known as the 'Go To' expert for all things generational.

Being a Gen Xer herself but living more like a Baby Boomer, Sherri began researching small and large businesses to debunk generational myths and discover the most effective ways to solve multi-generational clashes. That research gave birth to thousands of generational presentations and to her best-selling book "Ties to Tattoos: Turning Generational Differences into a Competitive Advantage." Ties to Tattoos explores the characteristics and motivations that each generation brings to the workforce and shares proven strategies on collaborating in today's multigenerational marketplace.

Elliott-Yearly's presentations are informative, engaging, and humorous. She offers concrete demographic research that is tailored to her audience. But she enlivens the data with anecdotes, tales from the real business world, attention-grabbing visuals, and quips that make the message memorable. Sherri's clients consistently report that her research makes her programs relevant and her presentation style makes them interesting and fun.

"Crack the Millennial Code: Marketing to, Managing & Motivating Millennials" (2019) is a guide of best practices to Market to, Manage, and Motivate Millennials in your organization.

Sherri's blog can be found at [generationalguru.com](http://generationalguru.com), where she shares the latest changes and developments in generational diversity and leadership.

Sherri Elliott-Yearly  
The Generational Guru  
Office: 469-573-GURU | Cell: 469-971-3663  
Email: [sherri@generationalguru.com](mailto:sherri@generationalguru.com)  
Located in Dallas, Texas and serving clients globally.