



# About the Author

Dubbed the “Cross-Generational Voice,” **Phyllis Weiss Haserot** is a passionate champion for improving relations among generations in the workplace. She works hands-on to help organizations solve sensitive intergenerational challenges that can hinder client relationships, productivity, knowledge transfer, succession planning, and business development results. She is President of **Practice Development Counsel**, a business development and organizational effectiveness consulting firm she founded over 30 years ago and founder of Cross-Generational Conversation Day. Her most recent book before this one is *You Can't Google It!: The Compelling Case for Cross-Generational Conversation at Work* (Morgan James Publishing, 2018.)

Through on-site and off-site program facilitation and keynotes, webcasts, blogging, \*Cross-Generational Conversation\* forums, and monthly newsletters, Phyllis has established a reputation since 2005 as a “go-to” person on workplace intergenerational issues. A trailblazer in marketing/business development for law firms, her initial career was as an urban planner.

Phyllis is the author of two books on marketing for law firms—the best-selling *The Rainmaking Machine* (in its 30th edition, 2020) and *The Marketer's Handbook of Tips & Checklists* (both Thomson Reuters) and co-author of books for the ABA and Ark Group. She has been a columnist on intergenerational challenges at work for Forbes.com, Next Avenue, Thomson Reuters' Legal Executive Institute blog, and AccountingWEB. She has been interviewed and quoted widely in the professional and business media and is the founder and manager of the Cross-Generational Conversation group on LinkedIn.

Additionally, Phyllis serves as Chair of The Leadership Connection, Board Vice President of Manhattan Musical Theatre Lab, Mentor and multigenerational issues thought leader for Law Without Walls, and a member of ABA Women Rainmakers. Phyllis co-founded the Legal Marketing Association New York Metro chapter, is a leader in the President's Council of Cornell Women, a member of Cornell University Council, and Alumni Ambassador for Cornell's Intergroup Dialogue Project. Phyllis mentors students at Cornell University and

Baruch College (CUNY). Outside of work she is passionate about musical theater, baseball, meeting new people, travel, wearable art, and participating in improv.

Her clients and colleagues have called her “wonderfully creative, knowledgeable, responsive and helpful;” “on the leading edge;” “compassionate, optimistic, a well-connected leader and charismatic professional;” “ a creative force in her industry;” “who has opened our eyes and minds;” and is “the person to lead you across the inter-generational bridge.” “Working with her is fun and informative and brings a new perspective.”

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