



## COCA 2015 Educational - Keynote Speaker



### Lisa Orrell, CPC

**“The Generations Relations & Leadership Expert”**

**Keynote Speaker • Certified Leadership Coach • Author (4 books)  
• Thought Leader**

**Expertise: *Generational Dynamics • Leadership • Personal  
Branding • Workforce Trends***

COCA is pleased to announce Lisa Orrell, CPC is this year's National Conference Education Keynote Speaker. She will give a 45-minute plenary keynote on Thursday, June 11 at the DoubleTree by Hilton West Edmonton Hotel.

Lisa Orrell is globally recognized as The Generations Relations & Leadership Expert. As such, she's the author of four top-rated books on Amazon: Millennials Incorporated; Millennials into Leadership; and Boomers into Business. Her fourth book, Your Employee Brand is in Your Hands, was released in April 2014 and was recently named a finalist in ForeWord Magazine's 17th Annual Book Awards competition.

Lisa is also an in-demand keynote speaker and consultant hired by well-known organizations, such as: Wells Fargo, Johnson & Johnson, eBay, HR West, State University of New York, and USC. Her popular presentation topics include: Understanding generational dynamics in the workplace; improving the recruitment, management and retention of Millennial talent; educating College Students and Millennial employees on how to be effective, respected, young leaders at school and/or work; and Personal Branding for Career Success.

Based on her expertise, Lisa has been interviewed by, or written for, countless media, including: ABC, MSNBC, The New York Times, The Wall Street Journal, Entrepreneur Magazine, CollegeRecruiter.com, CareerBuilder.com, and HR.com.

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