COMMUNICATION ACROSS GENERATIONS

Thomas Long

- Capacity Building
- Career Education
- Peace Corps
- Science Teacher
WHAT’S IN FOR YOU?

- Gain knowledge of the similarities and difference across generations
- Use this information to make connections and communicate effectively
- Effective communication can help in all aspects of life for you [home and work] and for your clients
Taking an approach to best fit you

Professional to parent
Professional to grandparent
Grandparent to parent
Professional to Professional (a changing workforce)

1. Take out automatic judgement.
2. Build trust! Get to know them. Find common ground. Find respect.
3. Build self-esteem with positives, but balance time to be tough.
4. Support – get them with good people.
PLEASE NOTE!!

- These are guidelines of characteristic of each generation
- It’s a broad number of people
- Each individual may vary or possess traits from other generations
- Info: Ready to Go: Mentoring Training Toolkit
  - Resources – focusing on jobs, buying habits, workforce, literature, mentoring
  - Internet and interviews
Areas We’ll Cover

- Influences
- Core Values
- Attributes
- Keys to working with
- Communication
- Motivation: Feedback and Rewards
- Mentoring
<table>
<thead>
<tr>
<th>Influences</th>
<th>Traditionalists</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWII</td>
<td>Civil rights, Vietnam, Sexual Revolution, Cold War/Russia</td>
<td>Energy Crisis</td>
<td>Digital Media, child focused world, terrorist attacks, HIV, 9/11</td>
<td></td>
</tr>
<tr>
<td>Great Depression, New Deal, Space Age</td>
<td>Highest divorce rate and 2nd marriages in history</td>
<td>Duel Income families, Latchkey kids</td>
<td>Typically grew up as children of divorce</td>
<td></td>
</tr>
<tr>
<td>Experience hard times which were followed by prosperity</td>
<td>Radicals in the 70’s and yuppies of the 80’s</td>
<td>Growing up having to take care of themselves</td>
<td>Want to turn around all the “wrong” in the world today</td>
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<td></td>
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<td><strong>The first generation that will NOT do as well financially as their parents did.</strong></td>
<td>More sheltered than any other generation as parents protect them</td>
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## Core Values

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<tr>
<td>Adhere to rules</td>
<td>Anti war</td>
<td>Balance</td>
<td>Avid consumer</td>
</tr>
<tr>
<td>Conformity</td>
<td>Anti Government</td>
<td>Diversity</td>
<td>Diversity</td>
</tr>
<tr>
<td>Discipline</td>
<td>Extremely loyal to their children</td>
<td>Entrepreneurial</td>
<td>Extreme fun</td>
</tr>
<tr>
<td>Don’t question authority</td>
<td>Optimism</td>
<td>High Educated</td>
<td>High fun</td>
</tr>
<tr>
<td>Loyalty</td>
<td>Personal gratification</td>
<td>High job expectations</td>
<td>High morals</td>
</tr>
<tr>
<td>Patriotism</td>
<td>Question everything</td>
<td>Lack of organizational loyalty</td>
<td>High tolerant</td>
</tr>
<tr>
<td>Savers</td>
<td>Want to “make a difference”</td>
<td>Self-reliance</td>
<td>Likes personal attention</td>
</tr>
<tr>
<td>Trust in Government</td>
<td>Spend now, worry later</td>
<td>Think Globally</td>
<td>Self confident</td>
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<tr>
<td></td>
<td></td>
<td>Tech literacy</td>
<td>Sociability</td>
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<td></td>
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<td></td>
<td>Extremely spiritual</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Optimism</td>
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<td></td>
<td></td>
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<td>Now!</td>
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- Avid consumer
- Diversity
- Entrepreneurial
- Extreme fun
- High job expectations
- High tolerant
- Likes personal attention
- Self confident
- Sociability
- Extremely spiritual
- Optimism
- Most educated generation
- Extremely tech savvy
- Global community
- Now!
Attributes

Traditionalists
- Doing more with less
- Hard-working
- Task oriented
- Trust hierarchy
- Respectful of authority
- Linear work style
- Patriotic

Baby Boomers
- Live to work
- Loyal to careers and employers
- Multi-taskers
- Political correctness
- Willing to take on responsibility
- Rebellious against convention

Generation X
- Adaptable
- Crave independence
- Confident
- Competent
- Ethical
- Brand loyalty
- Pampered by their parents
- Work to live
- Work/life balance
- Willing to put in extra time to get the job done

Millennials
- Ambitious but not focused
- At ease in teams
- Attached to their gadgets & parents
- Eager to spend money
- Focus in Children/Family
- Innovative
- Open to new ideas
- Self-absorbed
- Want to please others
- Very Patriotic 9/11
- Strong sense of entitlement
Keys to working with

Traditionalists
- Work is not fun
- Follow rules but want procedures
- Conservative in workplace
- Consider their feelings

Baby Boomers
- Want to hear their ideas matter
- Their careers define them
- Silly routines are frustrating
- Expect work to matter
- Tell them why it matters
- Motivated by responsibilities to others
- Don’t take criticism well
- Need flexibility, attention and freedom

Generation X
- Want independence
- Give them time to pursue other interests
- Allow them to have fun at work
- Use the latest technology

Millennials
- Like teams
- Want creative people
- Pay close attention work and family issues
- Want to work with friends
- Offer structured supportive environment
- Provide reward for extra effort
Communication

Traditionalists
- Discrete
- Show respect
- Use formal language
- Don’t waste their time
- Like hand written notes more than emails

Baby Boomers
- Diplomatic
- In person
- Speak open direct style
- Use body language
- Present options
- Get consensus
- Establish a friendly rapport
- Emphasize the main goal and how they fit in

Generation X
- Blunt/Direct
- Immediate
- Use straight talk, present facts
- Email is #1 tool
- Use informal communication style
- Short sound bites

Millennials
- Polite
- Use positive, respectful, motivational communications
- Cell phone, email, IM, txt
- Don’t talk down to them
- Use action verbs
- Be humorous to show you are human
- They are not good at personal communication because of tech ways of comm.
- Determine goals and tie them in
# Motivation: Feedback and Rewards

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<td>o Now new is good news</td>
<td>o Rewarded by money and will display all awards for public view</td>
<td>o Not enamored by public recognition</td>
<td>o Like feedback often and will ask for it</td>
</tr>
<tr>
<td>o Satisfaction is a job well done</td>
<td>o Like praise</td>
<td>o Freedom is best reward</td>
<td>o Meaningful work</td>
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<td>o Want subtle, private recognition</td>
<td>o Interested in soft benefits</td>
<td>o Prefer regular feedback</td>
<td>o Be clear about goals</td>
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<tr>
<td>o Little fanfare</td>
<td>o Enjoy public recognition</td>
<td>o Interested in benefits</td>
<td>o Communicate frequently</td>
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<td>o Incentive that help them plan for the future</td>
<td>o Work toward personal goals</td>
<td>o Need constructive feedback</td>
<td>o Want recognition from heroes, bosses, and grandparents</td>
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<td>o Seek development of self</td>
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<td>o Coaching, but Hands-off MGMT style</td>
<td>o Inclination to influencers</td>
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<td>o Balance work and life</td>
<td>o Rewarded by money and will display all awards for public view</td>
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![Image](image1.png)

![Image](image2.png)
## Mentoring

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<td>- Let them define the outcome that you both want</td>
<td>- Teach them balance of work, family and financial etc.</td>
<td>- Offer casual work envir. Lighten up!</td>
<td>- Encourage them to explore new avenues</td>
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<td>- Use testimonials</td>
<td>- Need to know they are valued</td>
<td>- Get them involved and encourage creativity</td>
<td>- Raise the bar on them to meet high expectations</td>
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<td>- Respect their experiences</td>
<td>- Show them time management</td>
<td>- Listen to them</td>
<td>- Set goals specific to them</td>
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<td>- Don’t highlight need to radical change</td>
<td>- Know their tech comfort level</td>
<td>- They work with you, not for you</td>
<td>- Be flexible</td>
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<td>- Ask what has worked in the past and fit that to your approach</td>
<td>- Emphasis that their decision was a good one</td>
<td>- Offer variety</td>
<td>- Challenge them</td>
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<td>- Check in with them, but don’t micro-manage</td>
<td>- Provide situations to try new things</td>
<td>- Allow options</td>
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<td>- Answer “why”</td>
<td>- Be impressed with their decisions</td>
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Taking an approach to best fit you

Generational Differences

◦ Look for connections.
◦ Have them teach you.
◦ How are their perspective different? How are they the same? Ex: 9/11, Dallas Shootings, Ferguson, O.J., Cleveland wins!
◦ There are multiple ways to solve a problem. Guide them in solving them. Interview approach: Have you thought about...?
How can you use this information?

- Effectively communicate:
- Build connections: I feel the same way...
- Build trust and understanding: See where they are coming from, know where you are coming from
- Look for small victories: We agree on; that was a first step

- Don’t judge and don’t lump all into these categories
- Generational = Generalizations: Get to know the person!
Thank You!

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