

Generation Gap 2008



MP3s

JAMBA JUICE

FLAMING LIPS

FACEBOOK

OBAMA

VINYL

OVALTINE

ROLLING STONES

PHONE BOOK

HILLARY



Copyright 2008 Jim Borgman
Cincinnati Inquirer
JIM BORGMAN

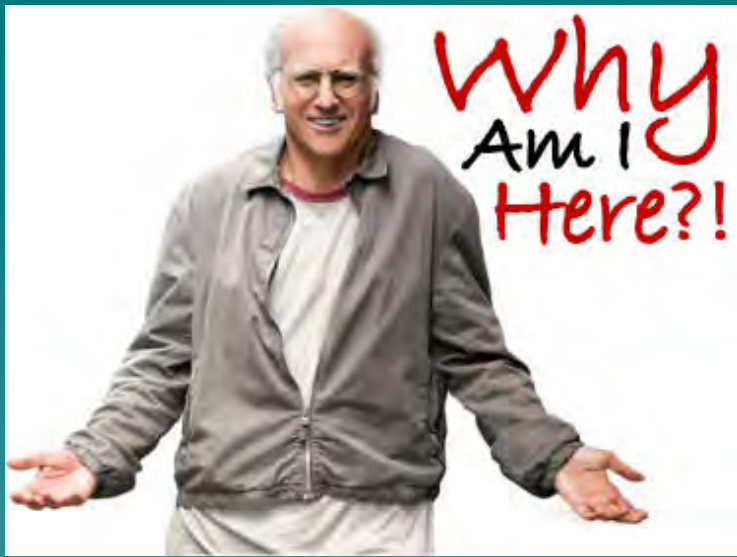
JIM BORGMAN — CINCINNATI INQUIRER

Communicating Across Generations



Frank Widman, Baby Boomer

Training & Development



What can you teach me??!!



Purpose

To equip you with the knowledge, tools and techniques to work successfully with people of all generations

Objectives

Increase your awareness
Similarities and differences
Communication strategies
Sources of conflict
Benefits of age diversity

Benefits

Improved communication and respect
Increased inclusiveness
Better business results

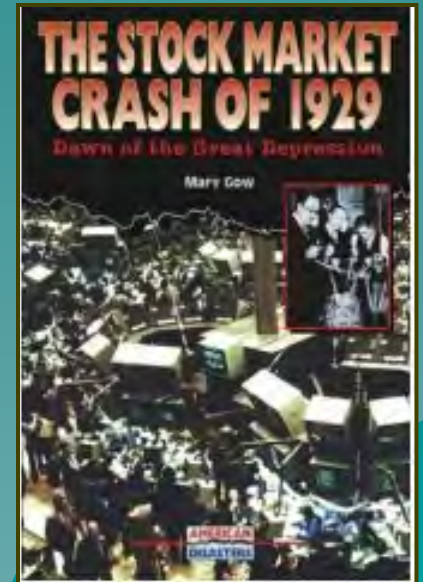
#1



Rosie the Riveter



Pearl Harbor



#2



Vietnam War



Civil Rights Protests



Moon Landing



#3



Challenger Accident



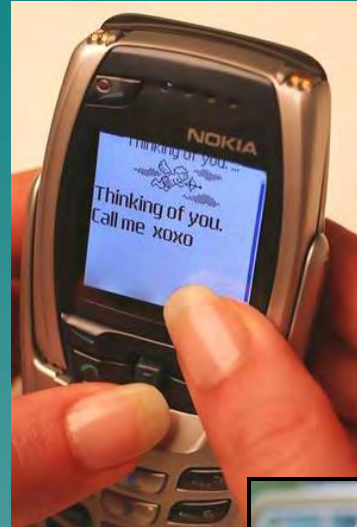
Fall of the Berlin Wall



#4



Oklahoma City Bombing



Columbine Massacre



Kurt Cobain's Suicide



What Is a Generation?

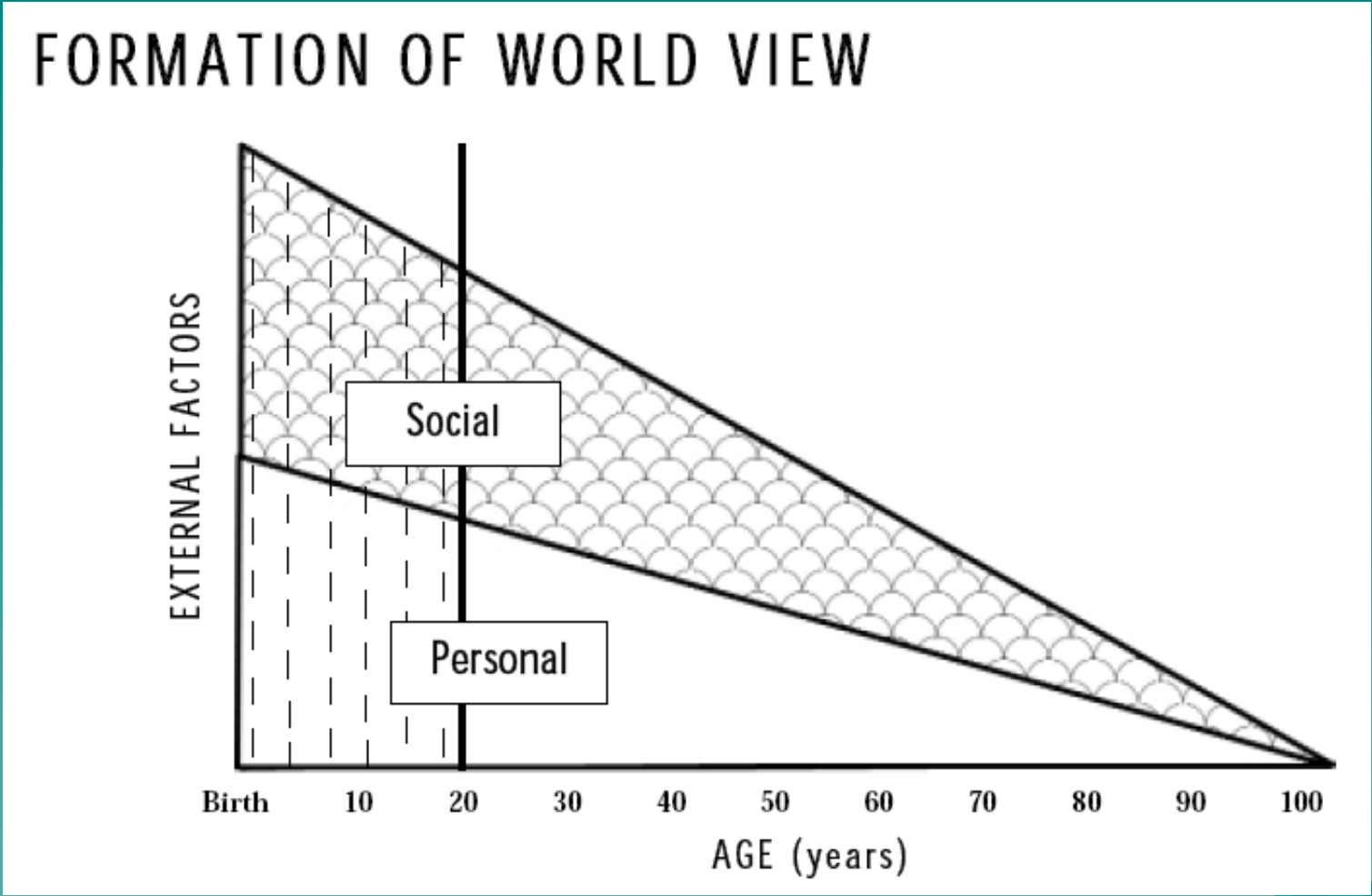
same historical events
similar social influences
within the same time frame

living at the same time
or
approximately the same age

“cohort”- a group of people
with a common defining
characteristic



Formation of World View



Be Careful About Stereotyping

Chal

When in your life
have you been
a victim of

stereotyping

and liked it?



ThoughtQuestions.com

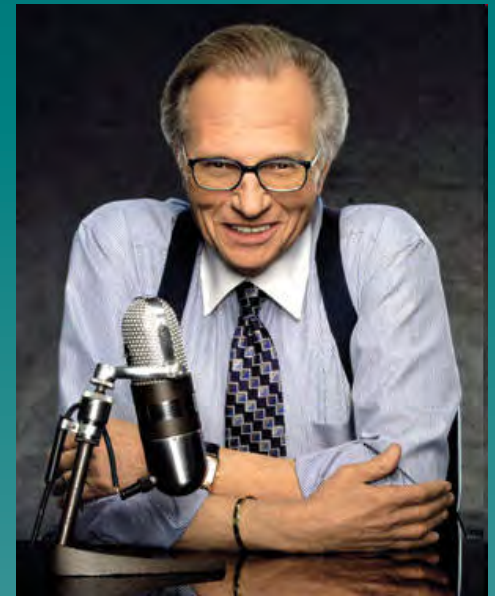
Traditionalists

Born

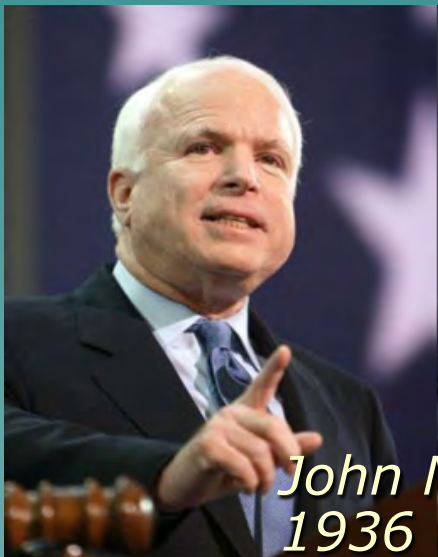
1925 – 1942



Maya Angelou, 1928



Larry King, 1933



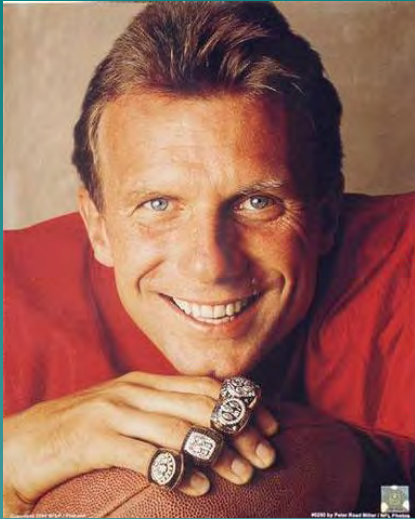
*John McCain,
1936*



*Barbara
Walters,
1929*

Baby Boomers

Born 1943 - 1960



Joe Montana, 1956



Steven Spielberg, 1946



Oprah Winfrey, 1954



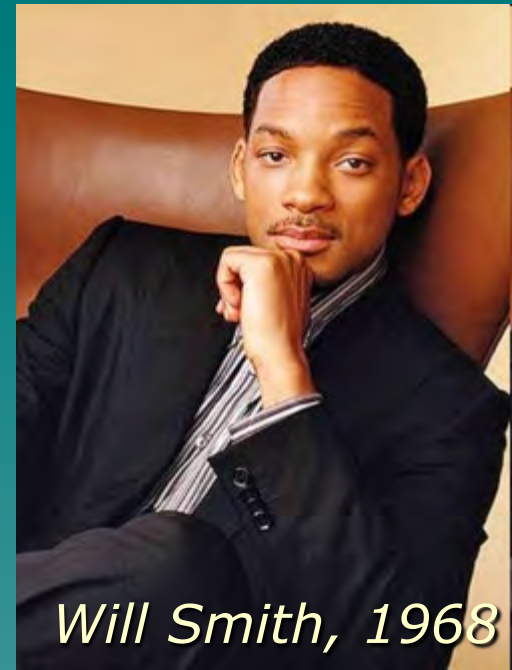
Hillary Clinton, 1947

Drew Barrymore, 1975



Generation X

Born 1961 - 1981



Will Smith, 1968



*Michael Dell,
1965*



*Paul Ryan,
1970*

Lady Gaga, 1986



Millennials

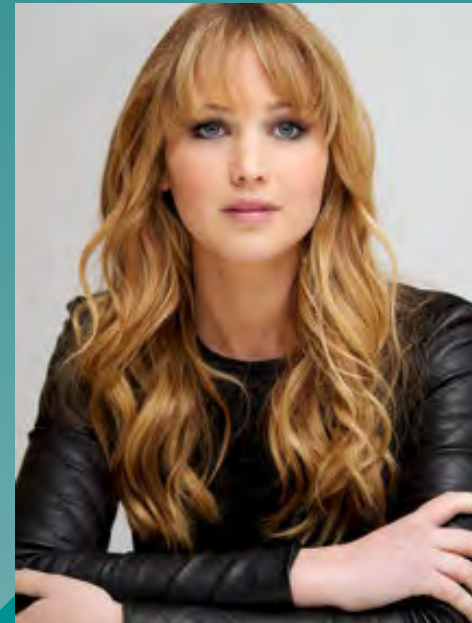
Born 1982 - 2002



*Mark
Zuckerberg,
1984*



Michael Phelps, 1985



*Jennifer
Lawrence,
1990*

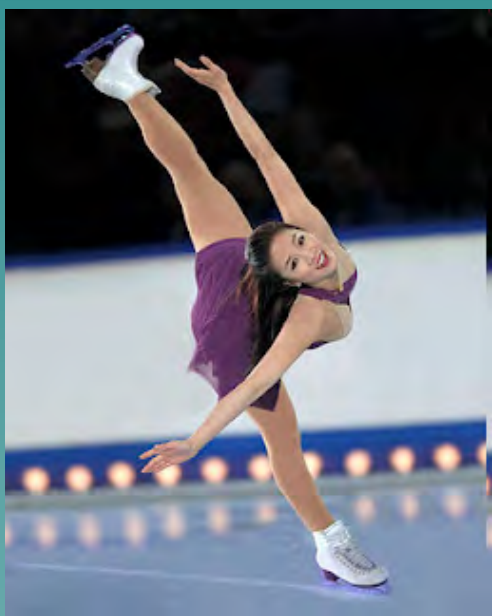


Barack Obama, 1961

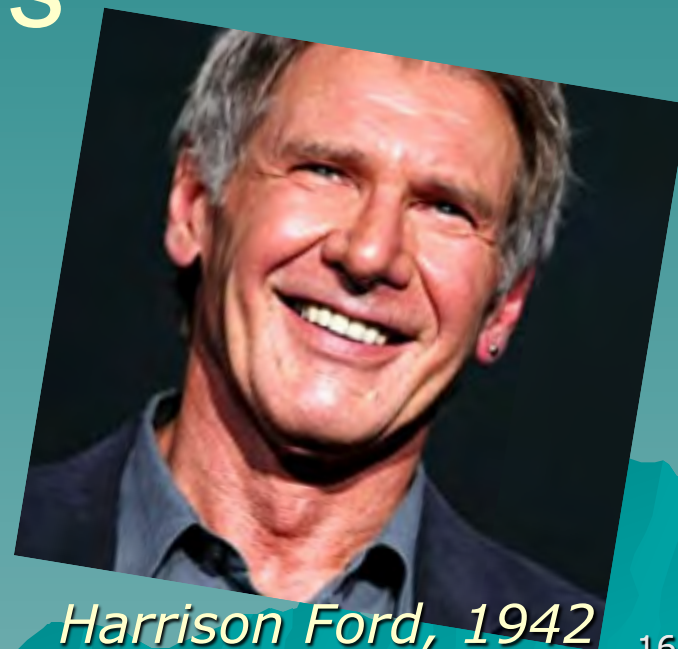


Natalie Portman, 1981

Cuspers

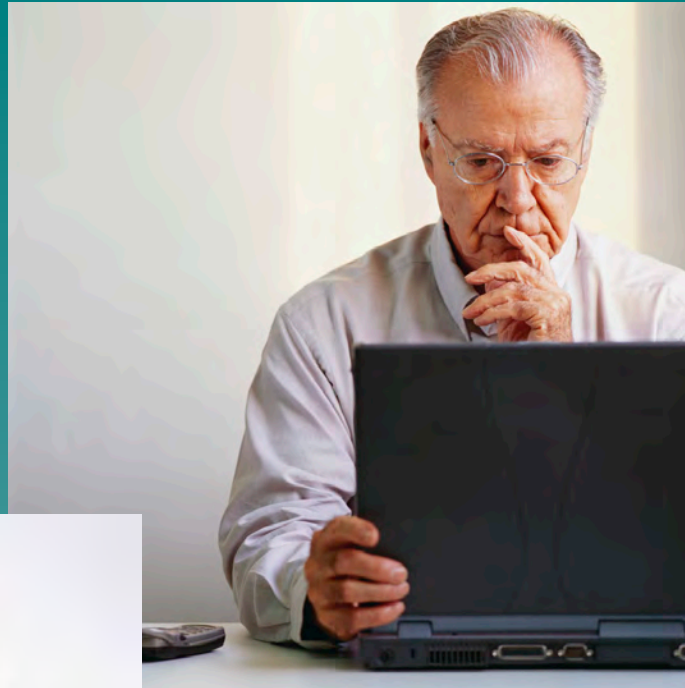


Michelle Kwan, 1980

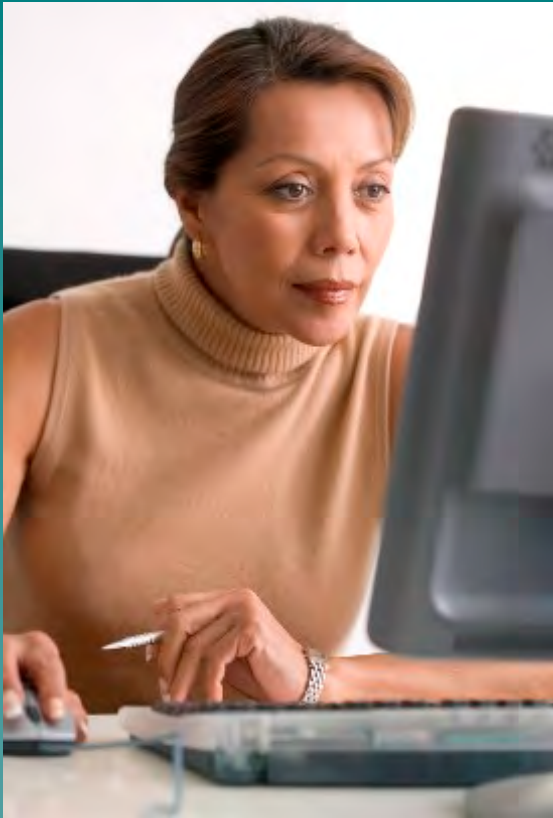


Harrison Ford, 1942

Traditionalists: 1925-1942



Baby Boomers: 1943-1960



Generation X: 1961-1981



Millennials: 1982-2002

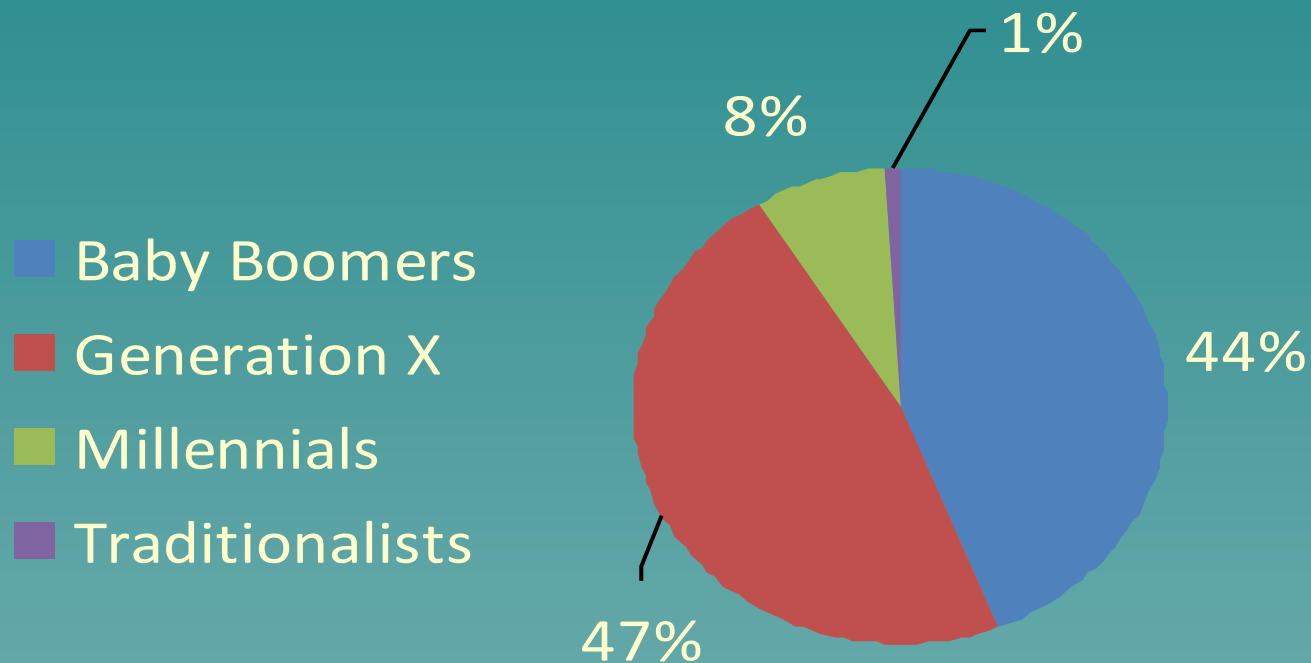
Dish
Net
Tribune
Review



HOW DID NEIL ARMSTRONG LET PEOPLE KNOW THAT HE HAD MADE IT TO THE MOON IF HE DIDN'T HAVE A CELL PHONE... AND WHAT'S A "CRONKITE?"

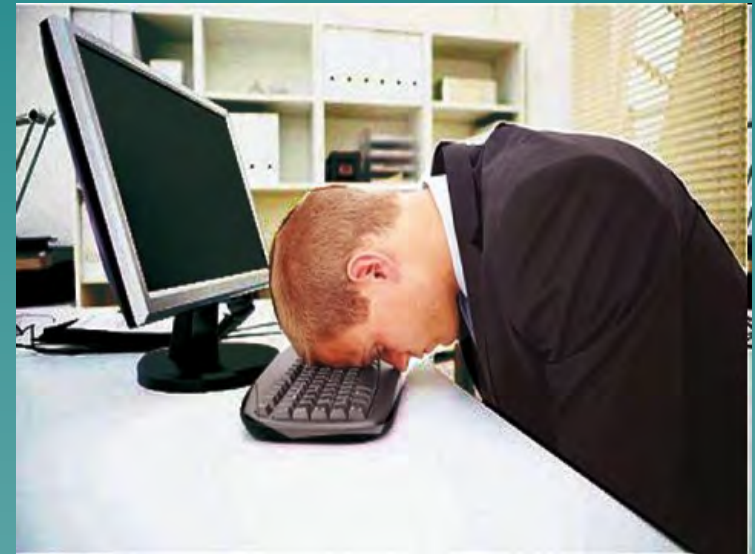
UC Santa Cruz Staff Workforce % Composition

Career Staff by Age Cohort
As of December 31, 2011



Common Issues Related to Age at UCSC

- Recreational computer use
- Euphemisms of a discriminatory nature
- Work/Life balance needs
- Work expectations
- Retention issues



Immigrants



Where the Differences Tend to Occur

- ◆ Feedback, Communication Styles & Language
- ◆ Work Motivation & Rewards (Work/Life Balance)
- ◆ Work Processes & Technology Focus
- ◆ Business Etiquette
- ◆ Dress & Grooming
- ◆ Authority, Leadership and Hierarchy
- ◆ Behaviors in the Workplace (Respect)
- ◆ Dismissive of the Abilities
- ◆ Work Hours



4 Generations in the Workplace

Benefits

- ◆ Experience / Wisdom
- ◆ Fresh Point of View
- ◆ Learning From Each Other
- ◆ Multiple Points of View

Challenges

- ◆ Biases / Assumptions
- ◆ Communication Conflicts
- ◆ Different Values

Underlying Principles

Don't make assumptions

Adjust your approach to their style

Consider appropriate time and place for addressing the issue



Skills for Improving Intergenerational Communication

1. Describe the issue and its effect on you
2. Ask questions
3. Listen without judging
4. Appreciate the other's perspective
5. Clarify the real issues
6. Plan next steps, if appropriate
7. Act on the plan

Six Strategies to Connect with Millennials in the Workplace

1. Quick and constant feedback
2. They need you to like them
3. Make a head-heart connection
4. Find what interests them
5. Start with the “now and how”
6. Engage, entertain and educate