Generation Gap 2008

- MP3s
- Jamba Juice
- Flaming Lips
- Facebook
- Obama

- Vinyl
- Ovaltine
- Rolling Stones
- Phonebook
- Hillary

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

The Stock Market Crash of 1929
#3

Challenger Accident

Fall of the Berlin Wall
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
Be Careful About Stereotyping

Challenge assumptions.

Avoid sweeping statements.

Actual observations.

When in your life
have you been
a victim of

stereotyping

and liked it?

thoughtQuestions.com
**Traditionalists**

**Born**

**1925 – 1942**

- **Maya Angelou**, 1928
- **John McCain**, 1936
- **Barbara Walters**, 1929
- **Larry King**, 1933
Baby Boomers
Born 1943 - 1960

Joe Montana, 1956
Steven Spielberg, 1946
Hillary Clinton, 1947
Oprah Winfrey, 1954
Generation X
Born 1961 - 1981

Drew Barrymore, 1975
Will Smith, 1968
Michael Dell, 1965
Paul Ryan, 1970
Millennials
Born 1982 - 2002

Lady Gaga, 1986
Mark Zuckerberg, 1984
Jennifer Lawrence, 1990
Michael Phelps, 1985
Cuspers

Barack Obama, 1961

Natalie Portman, 1981

Michelle Kwan, 1980

Harrison Ford, 1942
Traditionalists: 1925-1942
Baby Boomers: 1943-1960
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

- Baby Boomers: 47%
- Generation X: 44%
- Millennials: 8%
- Traditionalists: 1%
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