Communicating Among Generations

Understanding the Generation Gap within the Workplace



A presentation by

THESUPER7

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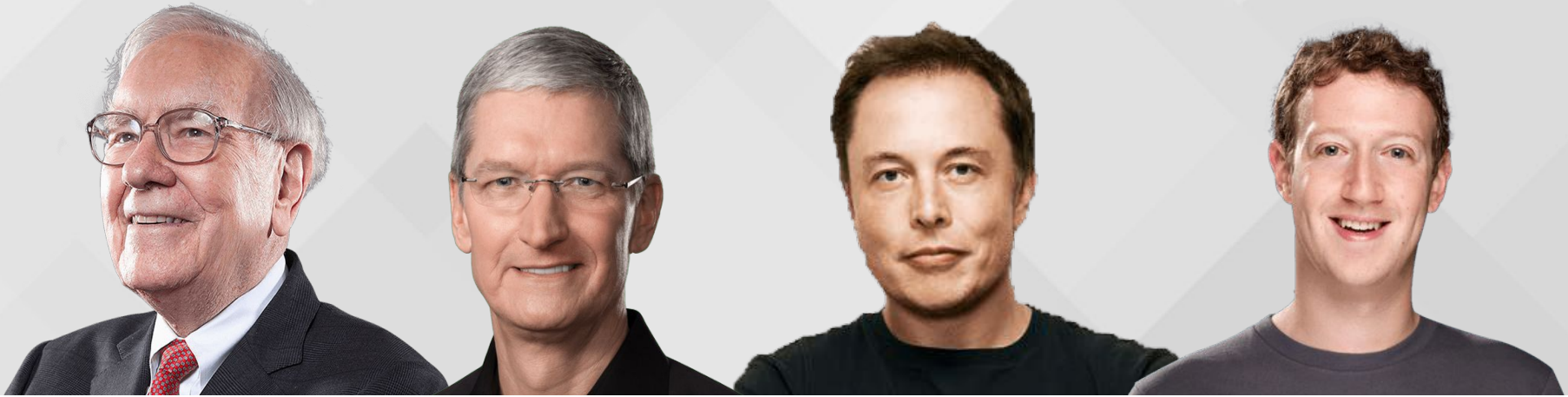
Agenda

- Objectives
- Research & Analysis
- The 4 Generations
  - Traditionalists
  - Baby Boomers
  - Gen Xers
  - Gen Y
- Activity
- Conclusion
- Post-Test
- Questions



Objectives

- Define and develop an understanding of the generational gap that exists within today’s workforce.
- Address the importance of the generation gap through research and analysis.
- Emphasize useful behaviors and tips for communicating effectively.



Warren Buffett

Traditionalists
/ Veterans
75-97 years old

Tim Cook

Baby Boomers
55-74 years old

Elon Musk

Generation X
39-54 years old

Mark Zuckerberg

Generation Y
/ Millennials
19-38 years old

Research & Analysis

Who

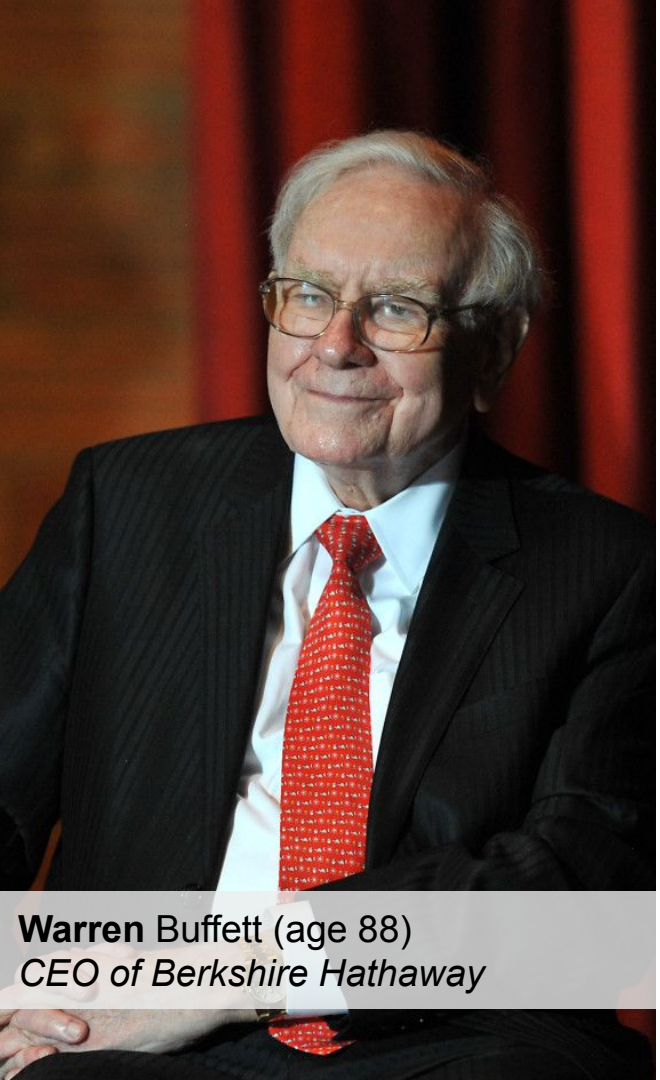
“According to the U.S. Department of Labor Statistics, by 2025, the workforce will be made up of individuals from ages ranging from 16-80+.”

What

A study from the International Journal of Economy, Management and Social Sciences defines the generation gap as: “Generation gap occurs because of the difference of ages, races, genders and cultures that create various value and attitude to same matter.”

Why

“Workplaces today are highly diversified with the employees coming from different countries, different age groups, religions, races, groups, colour and gender. Handling such a complex diversity poses a challenge to Managers as they need to handle the people having different work ethics, ambitions, views, mindsets and work styles.”



Warren Buffett (age 88)
CEO of Berkshire Hathaway

Traditionalists / Veterans

- Born 1922-1944 (75 - 97 yrs)
- Loyal
- Hard working, disciplined
- Knowledgeable (Mentor)
- Hesitant to change traditional or older processes
- Dependable
- Avoid conflict most of the time, “the silent generation”

Tips for communicating with Traditionalists

- Show respect for title/experience
- Good grammar and clear communication
- Formal language
- Face-to-face communication and interactions
- Less email, more handwritten notes/hard copy



Tim Cook (age 58)
CEO of Apple, Inc.

Baby Boomers

- Born 1945-1964 (55 - 74 yrs)
- Service oriented
- Willing to go the extra-mile
- Avoid Conflict
- Reluctant to disagree
- Judgemental
- Self-centered

Tips for communicating with Baby Boomers

- The “show me” generation, use body language
- Speak in an open, direct style
- Answer questions thoroughly and offer details
- Present options to show flexibility in your thinking
- Use face to face or electronic communication



Elon Musk (age 47)
CEO of Tesla Motors & SpaceX

Generation X

- Born 1965-1980 (39-54 years old)
- Curious
- Flexible
- “Latchkey” generation
- Self-sufficient
- Technologically savvy
- Team players

Tips for communicating with Generation X

- Talk respectively
- Show that you care
- Ask for feedback
- Share information often
- Use email as primary communication tool



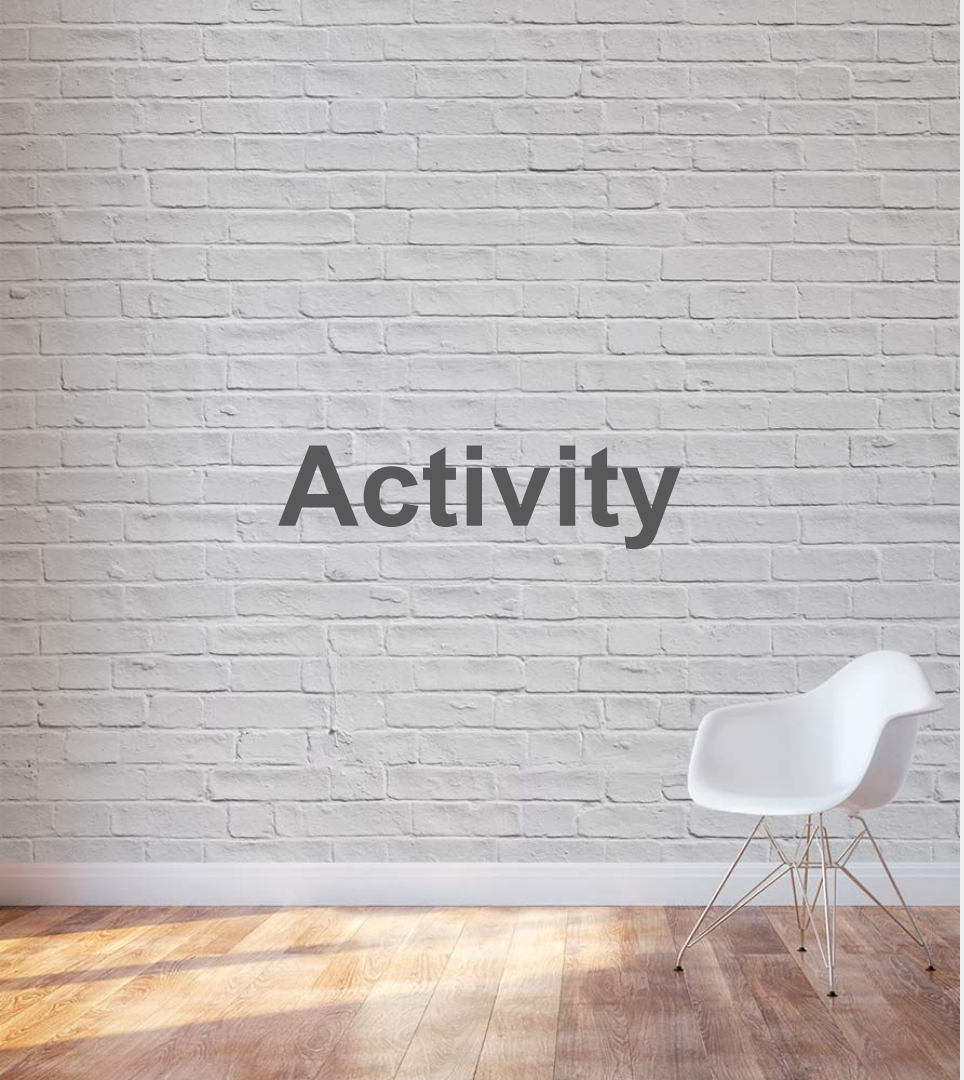
Mark Zuckerberg (age 34)
CEO of Facebook, Inc.

Generation Y / Millennials

- Born 1981-2000 (19-38 years old)
- Optimistic
- Multi-taskers
- Goal oriented
- Needs feedback & praise
- Confident / Narcissistic
- Technologically advanced

Tips for communicating with Generation Y

- Use humor
- Encourage creative ideas
- Use visuals to communicate ideas
- Have open communication & make opinions heard
- Communication preference varies



Please be sure to sit with your group members. This will make it easier to conduct our activity where each group will have the opportunity to compete for extra credit!

Additionally, **please ensure that at least one member of your group has a laptop or smartphone** to access the Factile jeopardy game at:

playfactile.com/join



Conclusion