

# WHEN GENERATIONS CONNECT

MHI Annual Meeting—October 1, 2013

GENERATION	INFLUENCES	TRAITS
<b>TRADITIONALISTS:</b> Born prior to 1946 75 million	The Great Depression, the New Deal, World War II, the GI Bill, the Cold War, Pearl Harbor	Patriotic, loyal, desiring to leave a legacy, fiscally conservative, faith in institutions
<b>BABY BOOMERS:</b> Born 1946-1964 80 million	Booming birthrate, economic prosperity, recession, Vietnam, expansion of suburbia, anti-war protests, Watergate, women's and civil rights movements, sex, drugs, and rock 'n' roll, oil embargo	Competitive, questioners of authority, eager to put their own stamp on institutions, sandwiched, optimistic
<b>GENERATION XERS:</b> Born 1965-1981 60 million	Sesame Street, MTV, personal computer, divorce, Title IX, AIDS, crack cocaine, missing children on milk cartons	Eclectic, resourceful, self-reliant, skeptical of institutions, highly adaptive, independent
<b>MILLENNIALS:</b> Born 1982-2000 82 million	Terrorism, expansion of technology and media, mixed economy, violence, global climate change	Globally concerned, integrated, cyber-literate, media savvy, realistic environmentally conscious, collaborative

## Tips for Being Heard by Each Generation

- Traditionalists entered a workplace where information was tightly controlled and decisions were made in a top-down manner. When working with Traditionalists, discern the times when top-down management is efficient vs. times when a collaborative approach is more productive.
- Baby Boomers entered the workplace when phone calls, letters and meetings were the only communication. If you have a critical issue to discuss with a Boomer, try a phone call or a face to face meeting
- The first generation to use computers at work, Generation X tends to communicate immediately and directly, without sugar coating. When presenting to a Gen Xer, lay out the facts clearly and efficiently.
- Millennials grew up online, constantly connected and collaborating. Invite their voices to the table, briefing them thoroughly about how they can best contribute. Remember that they expect to have input, but still expect leadership to make the final decision.

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## The Generations and ClashPoints®

Definition: **ClashPoint®**—A critical topic or issue around which the generations are likely to collide.

GENERATION	CLASHPOINT: INSTITUTIONS	CLASHPOINT: COMMUNICATION STYLES
<b>BABY BOOMERS...</b>	<p><i>...will support institutions, but want to put their own stamp on them. When working with Boomers...</i></p> <ul style="list-style-type: none"> <li>• Recognize the contributions Boomers have made; provide opportunities for them to have impact.</li> <li>• Remember training and development are not only for the younger generations.</li> <li>• Encourage Boomers delegate.</li> </ul>	<p><i>...have a communication style that has always been very formal and political.</i></p> <ul style="list-style-type: none"> <li>• Respect their need for formal communication and documentation.</li> <li>• Have the crucial conversations about goals.</li> <li>• Beware of burnout.</li> <li>• Negotiate how you'll communicate.</li> </ul>
<b>GENERATION XERS...</b>	<p><i>...are skeptical of institutions. When working with Gen X...</i></p> <ul style="list-style-type: none"> <li>• Respect their skepticism. They ask hard questions because they care.</li> <li>• Communicate about career paths and opportunities for growth.</li> <li>• Understand work-life balance is a must.</li> <li>• Provide opportunities to lead.</li> </ul>	<p><i>...expect their communication to be immediate and to the point.</i></p> <ul style="list-style-type: none"> <li>• Provide honest, immediate and unfiltered feedback.</li> <li>• Allow autonomy; don't micromanage.</li> <li>• Acknowledge their opinions and ideas.</li> <li>• Provide opportunities to lead.</li> </ul>
<b>MILLENNIALS...</b>	<p><i>...are willing to judge institutions independently and on their own merit. When working with Millennials...</i></p> <ul style="list-style-type: none"> <li>• Provide Millennials with meaningful projects and real problems to solve.</li> <li>• Be clear about job requirements in terms of hours and measurable results.</li> <li>• Allow them to multi-task and work in teams.</li> </ul>	<p><i>...have grown up with a constant flow of communication.</i></p> <ul style="list-style-type: none"> <li>• Create a collaborative communication environment.</li> <li>• Help Millennials get comfortable with constructive feedback.</li> <li>• Find ways to include Millennials in the big picture.</li> </ul>
<b>TRADITIONALIST CULTURES...</b>	<p><i>...are loyal to the institution. When working in this type of environment...</i></p> <ul style="list-style-type: none"> <li>• Show respect for their legacies and cultural foundations</li> <li>• When you present new ideas, sell evolution, not revolution.</li> <li>• Provide support for change.</li> </ul>	<p><i>...believe that "No news is good news."</i></p> <ul style="list-style-type: none"> <li>• Offer training in feedback skills for managers with this communication style.</li> <li>• Help get information up <u>and</u> down the ladder.</li> <li>• Mix generations on teams.</li> <li>• Create ways to pass on knowledge and experience.</li> </ul>

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