

Leading Diverse Generations A Panel Discussion



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Definition of Generation



A group of individuals born and living contemporaneously who have common knowledge and experiences that affect their thoughts, attitudes, values, beliefs and behaviors

Generations have common, general attributes based on birth during a given time period

Generations



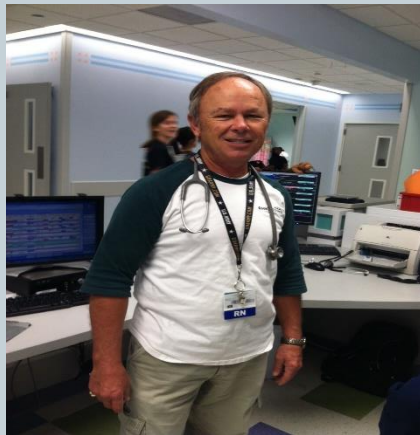
- Baby Boomers (1946-1964) 74 million
- Generation X (1965-1976) 50 million
- Millennials (1977-1995) 83 million
- Generation Z (1996-2015) 86 million

Generation Types



Generation Type	Current Age
Label	Range
Baby Boomers	50s, 60s and 70s
Generation X	40s and 50s
Millennials	20s, 30s and 40s
Generation Z	Pre-teens, teens and 20s

Baby Boomers



- 1946-1964
- The Beatles came in 1964
- Civil rights movement
- Vietnam War
- Woodstock
- Neil Armstrong walked on the moon
- Television was dominant media

Communicating with Baby Boomers



- Provide written information and support documentation
- Open, direct communication
- Mentors



Baby Boomers

- Optimism, Collaboration
- Career oriented
- Technology developed later in life
- Team players
 - There is no “I” in TEAM





P.S. Pull up your pants!

Generation X

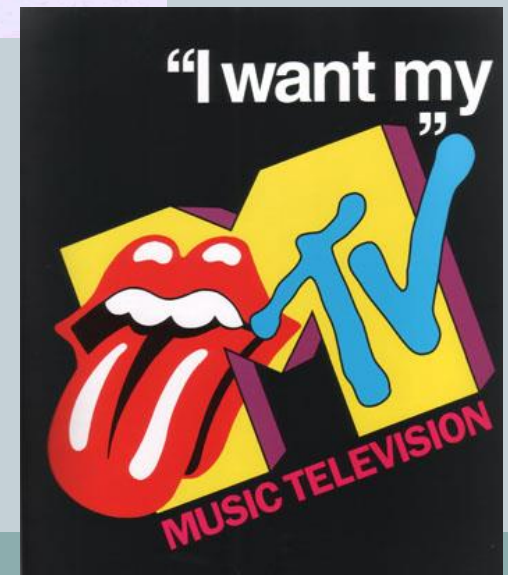
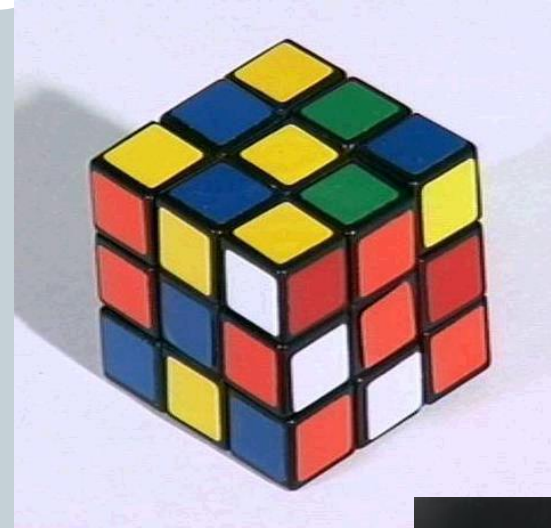


- 1965-1976
- 50 million in the US
- Latchkey kids
- Divorce rates begin to increase
- Women's movement
- AIDS
- Recession
- First personal computers

Generation X



- Independent, Self directed
- Multi-taskers
- Skeptical
- Challenge authority
- Value work-life balance
- Not digital natives, had a beeper



Communicating with Generation X



- Provide feedback and credit for individual results
- Lead by example
- Share thoughts and ideas
- Explain all options
- Supporting documentation
- Second opinions/must earn their respect
- Start on time, end on time – No fluff, just get to the point!



Millennials



- 1977-1995
- 83 million
- Active shooters
- Terrorism
- Blended families
- Wireless age

Millennials



THE "OLD MILLENNIAL" STARTER PACK

I'M.
NOT.
A.
MILLENNIAL.



WORKS HARD BUT FEELS
UNAPPRECIATED



USES PAPER AND PEN



WAS BORN
IN THE 80S



CHILDHOOD INTERNET... BEEE DEE
DEE DEE, DEE DUM, DEE DUM,
BEEEEEE...YOU'VE GOT MAIL.



FIRST PHONE
IN LATE TEENS

STRUGGLING
WITH DEBT



SPENDS HOURS LOOKING AT
HOMES THEY CAN'T AFFORD



STRESSED OUT

Open-minded

Technology driven

World-wide connectivity

Instant gratification

Confident, expressive

Fast paced

Communicating with Millennials



- Technical information
- Immediate response
- Flexible schedules
- Green companies
- Family events over work events

Gen Z



- 1997 - 2012
- 68.6 million
- Digital natives
- COVID-19
- Social media
- Influencers
- Cancel Culture
- Black Lives Matter

Gen Z

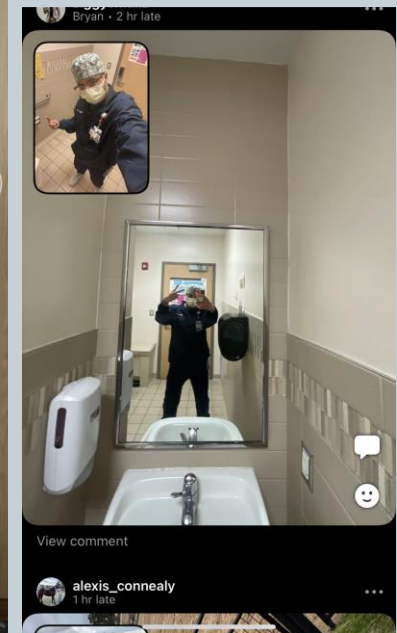


- Diversity and inclusivity
- Work life-balance
- Instant Gratification
- Therapy advocates
- Social Injustice
- Gender & sexual identity fluidity



Communication with Gen Z

- Authenticity and personalization related to digital platforms
- Social media
- Multi-tasking
- Slang
- Appropriate pronouns



Example of Generational Differences



When asked to recall how and where Kennedy died

The Veterans and Baby Boomers would say gunshots
in Dallas, Texas

The Generation X/Millennials remember a plane crash
near Martha's Vineyard

Generation Z might say, "Kennedy who?"



Generational Myths



- Older workers are afraid of change
- Baby Boomers can't handle technology
- Gen X are micro-managers
- Younger generations are not loyal
- Younger generations have no work ethic



Strategies for Success



- Awareness
- One size does not fit all



Communication

The process of transferring information from one entity to another

Effective communication is the receipt and understanding of the information given



Communication Tips



- Recognize generational differences
- LISTEN
- Use common terms
- Repeat information
- Ask questions to ensure understanding
- Provide written information when appropriate

Tip for listening

- Acknowledge staff experience
- Be open to other's ideas
- Provide hands on learning
- Face to face communication
- Individual recognition and rewards

Active Listening



BE NICE

- *Never talk over them
- *Don't Interrupt
- *Don't finish their sentences
- *Actively listen - Especially if they are mad...
- *Stop multi-tasking

Tips for Younger Leaders



- Acknowledge staff experience
- Be open to other's ideas
- Provide hands on learning
- Face to face communication
- Individual recognition and rewards

Tips for Older Leaders



- Be open to new ideas
- Learn new technology
- Mentor new employees
- Promote a fun meeting environment

Summary



- Our attitudes, beliefs and behaviors are molded by our generational experiences
- Successful communication takes generational differences into consideration
- A good leader will recognize generational differences and utilize the strengths that each generations brings to the organization

Questions?



THANK YOU

References



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