



LEADERSHIP ASSOCIATES INC.

Why Don't They Understand?

**Chamber630 Women in Business
March 1, 2019**

Agenda

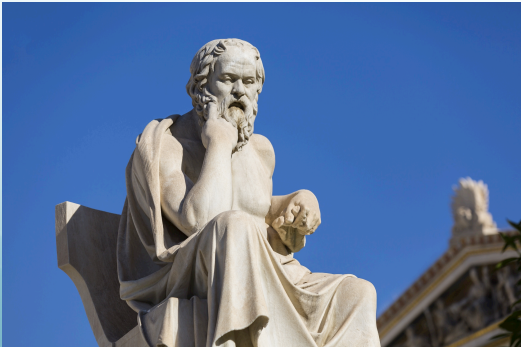
- Who Are These People?
- How Does Each Generation Communicate?
- How Do We Make It Work?
- Call to Action!



Why do we care?

“Our youth now love luxury. They have bad manners, contempt for authority; they show disrespect for their elders and love chatter in place of exercise; they no longer rise when elders enter the room; they contradict their parents, chatter before company; gobble up their food and tyrannize their teachers.”

~ Socrates, 1st century

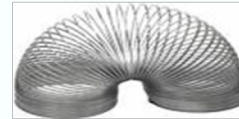


Who Are These People?

- Traditionalists



- Baby Boomers



- Generation X



- Generation Y



- Generation Z



Traditionalists

- Born before 1946
- Roughly 13% of the population
- Major influences – The Great Depression, World War II, Rise of Organized Labor, Korean War



Baby Boomers



- Born between 1946 and 1964.
- Roughly 26% of the populations
- Major influences – Civil Rights, Cold War, Vietnam War, Kennedy Assassination, TV, Government Gaffes (Watergate), Woodstock



Generation X



- Born between 1965 and 1980
- Roughly 19% of the population
- Major influences – Unemployment, Personal Computers, Recession, The Fall of the Berlin Wall, Challenger Disaster, AIDS



Generation Y



- Born between 1981 and 1995.
- Roughly 28% of the population
- Major influences – Technology, 9/11, Social Media, the Internet, Helicopter Parents, Lawnmower Parents



Generation Z

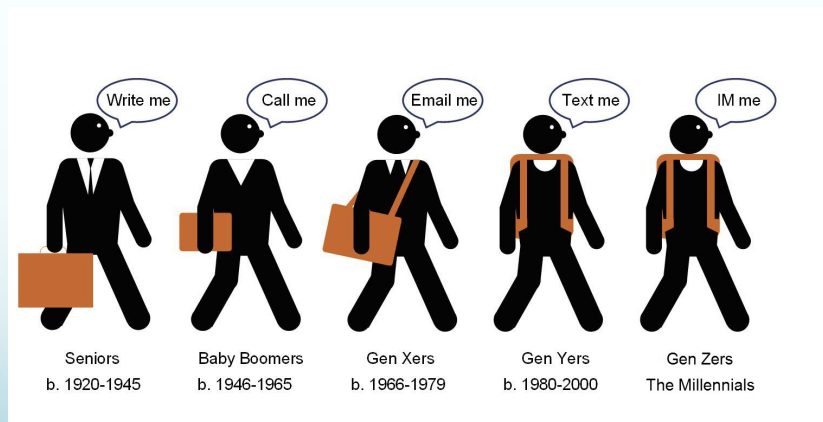


- Born between 1996 to Present
- Will soon be entering the workforce in a meaningful way as 14% of the population
- Major influences – The Internet (Digital Natives), Social Media (find versus know), Great Recession, Gay Rights, 3D Printing



Communications

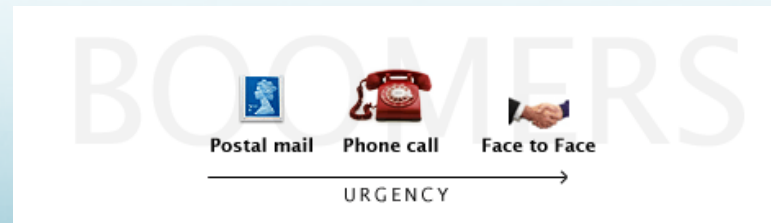
- Each generation communicates differently so success depends on bridging the differences in a meaningful way
- Critical to this process is the transfer of meaning in the effective communications process



Baby Boomers

Communications Tips:

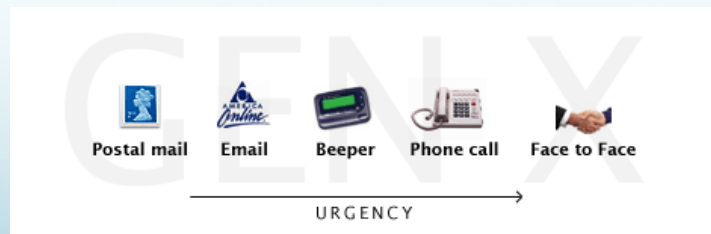
- Body language is important
- Speak in an open, direct style
- Answer questions thoroughly and expect to be prepared to be pressed for details
- Give them a chance to talk
- Present options



Generation X

Communications Tips:

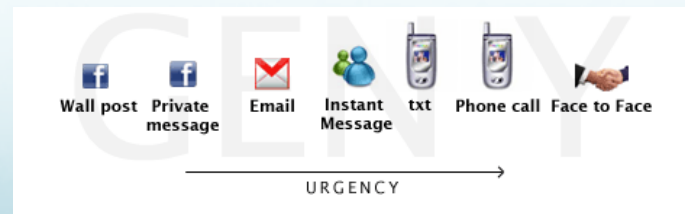
- Share information and keep them in the loop
- Be direct and truthful
- Communicate the “Why”
- Talk in short sound bites
- Get their feedback often



Generation Y

Communications Tips:

- Use action words and challenge them
- Don't talk down to them (negotiate, don't dictate)
- Lots of two-way feedback
- Don't take yourself too seriously



Making it Work

- Dual Mentoring ~ Mentoring partnerships where both parties are mentored by each other simultaneously
- Pay closer attention to Psycho-graphics (Attitudes)
- Take time to understand each person's motivators and learning styles
- Focus on the results and less about how it gets done

Making it Work

- Each generation has something to contribute to the overall success of business today
- Age defines a demographic, not a person ~ generalizations are a place to start the conversation
- Our own Attitudes towards other generations will dictate our success working with them

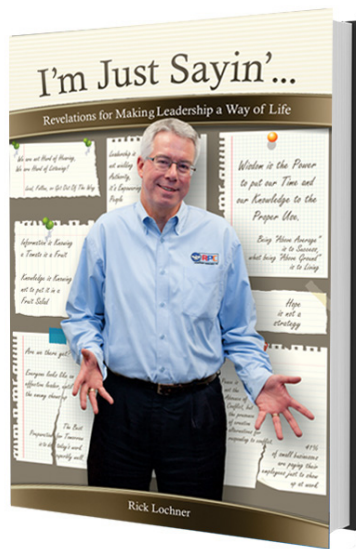


Call to Action!

How will you support the success of your multi-generational workforce?

What will you do in the next 30 days to improve the working relationships between generations based on what you've learned during this presentation this morning?

Questions???



Lead Well!

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