

## How to Communicate Across the Generations Silent – Boomers – X'ers - Millennials



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### Presenting



- Understanding the similarities and differences of each generation and how they work together best
- Increasing communication and productivity in a multigenerational workplace
- Learning effective ways to collaborate across generations

Generation Name	Years	Age
Silent Generation	1925 - 1942	82 - 65
Baby Boomers	<b>1946 – 1964</b>	<b>61 - 43</b>
	1943 – 1960	64 – 47
Generation X	<b>1964 – 1979</b>	<b>42 - 28</b>
	1961 – 1981	46 – 26
Millennials	<b>1980 – 1994</b>	<b>27 - 13</b>
	1982 – 2002	25 – 5

**Sources for age / years:  
 Red figures - U. S. Census  
 Black figures - Strauss and Howe from their book  
 “Millennials Rising”**

What Influenced Them			
Silent Generation	Baby Boomer	Generation X	The Millennials
Depression	Vietnam War	Fall of Berlin Wall	9/11
Cold War	Civil Rights	Iran-Contra	Afghanistan/ Iraq War
Korean War	JFK/RFK	Gulf War I	Columbine
Red Scare	Counterculture	AIDS	iPods
T.V	Watergate	Cable/ Satellite	YouTube
Space Race	Disco	PCs/CDs	Free Market Economy
Suburbs	VCR/ Tape decks	First Gen. w/ Internet	Environmental Challenges

## The Silent Generation



### Characteristics and Value

- Hierarchy Structure
- Formal
- Disciplined
- Patriotic
- Loyal
- Build Legacy
- Focus: Family, Community

*Change Averse*



## The Baby Boomer Generation



### Characteristics and Value

- Idealistic
- Responsible/ Dedicated
- Competitive
- Workaholic
- Money, Title, Recognition
- Exceptional career
- Health/ longevity



## Older Generation's Perspective on the Younger Generation



Young workers today just don't have a strong \_\_\_\_\_

They have a hard time with the concept of age equals \_\_\_\_\_

When given a work assignment, they always \_\_\_\_\_

This generation seems to have such a short \_\_\_\_\_

## The X Generation



### Characteristics and Value

- Techno Literate
- Self-Reliant
- Very Skeptical
- Rich Media Content
- Adaptable to change
- Freedom (Options/ Choices)
- Informality
- Balance

## The Millennial Generation

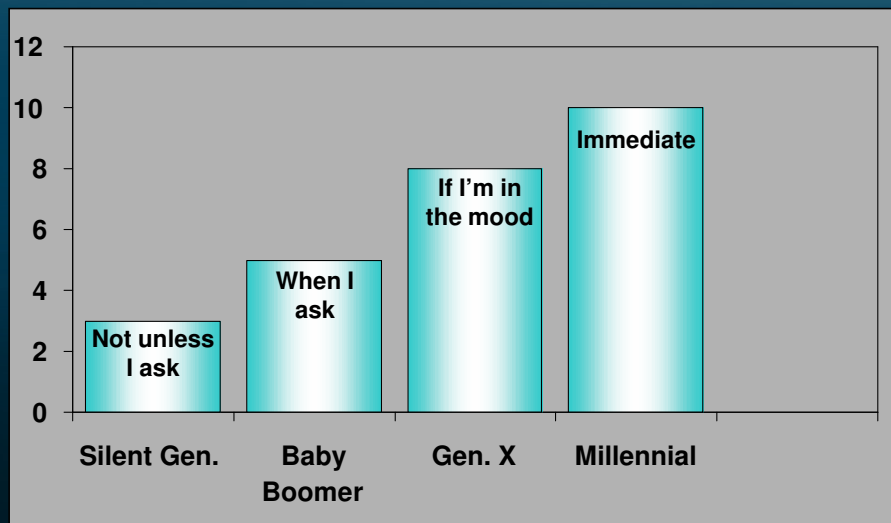


### Characteristics and Value

- Cyber-Savvy
- Team/ Group focused
- Very Social
- Goal Oriented
- Self-Confident
- Meaningful Work
- Diversity
- Now!



## Feedback



## 1950's Social Network



## 2007's Social Network



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## Leadership Strategies in a Multi-generational Workplace



- Get to know as individuals
- Mentor or demonstrate leadership qualities
- Provide learning opportunities
- Encourage working with co-workers / “buddies”
- Teach and demand respect for ideas / thoughts of others
- Be flexible and open minded

## Techniques for Retention



- Be adaptable
- Work-rotations
- Remote working opportunities
- Career counselors
- Engage in planning activities
- Furnish friendly environments
- Positive people

## Additional Incentives



- Create new relationships (networking)
- Enhance their business knowledge
- Create cross-functional career development plans
- Review your team member skills annually
- Build trust between managers and employees
- Discuss successes and failures and areas of need

## Career Energizers



Silent Generation	<ul style="list-style-type: none"> <li>▪ Involve them as mentors</li> <li>▪ Value their expertise</li> </ul>
Baby Boomer	<ul style="list-style-type: none"> <li>▪ Give workplace options</li> <li>▪ Accommodate family demands</li> </ul>
Generation X	<ul style="list-style-type: none"> <li>▪ Techniques for career success</li> <li>▪ Acknowledge independent work habit</li> </ul>
Millennials	<ul style="list-style-type: none"> <li>▪ Give candid feedback – get them a mentor</li> <li>▪ Schedule flexibility</li> </ul>

## Enrich Your Culture

The Silent Generation	<ul style="list-style-type: none"> <li>▪ Micromanage</li> <li>▪ Technology service</li> </ul>
Baby Boomer	<ul style="list-style-type: none"> <li>▪ Give flexibility</li> <li>▪ Spotlight personal fulfillment</li> <li>▪ Meaningful work</li> </ul>
Generation X	<ul style="list-style-type: none"> <li>▪ Resist micromanage</li> <li>▪ Participatory work environment</li> <li>▪ Offer new tasks</li> </ul>
Millennials	<ul style="list-style-type: none"> <li>▪ Resist micromanage</li> <li>▪ Group work</li> <li>▪ Personalize</li> </ul>

## Construct Your Workplace

Generation X	Millennials
<ul style="list-style-type: none"> <li>▪ Casual, Friendly work atmosphere</li> <li>▪ Set expectation</li> <li>▪ Creativity and Initiative</li> <li>▪ Worthwhile Feedback</li> <li>▪ Flexibility</li> <li>▪ Freedom</li> </ul>	<ul style="list-style-type: none"> <li>▪ Supportive, Structured work atmosphere</li> <li>▪ Interactive relationships</li> <li>▪ Personal Attention</li> <li>▪ Formal mentoring</li> <li>▪ Goals into Steps</li> </ul>

## Proper Communication is Key



Silent Gen.	<ul style="list-style-type: none"> <li>▪ Straightforward messages</li> <li>▪ Say what you mean and mean what you say</li> <li>▪ Summarize information</li> </ul>
Baby Boomer	<ul style="list-style-type: none"> <li>▪ What's new, innovative, and different</li> <li>▪ News magazine format</li> <li>▪ Appreciate saving time</li> </ul>
Generation X	<ul style="list-style-type: none"> <li>▪ Frequent / concrete</li> <li>▪ News that impacts them</li> </ul>
Millennials	<ul style="list-style-type: none"> <li>▪ Emphasize commitment</li> <li>▪ Share your vision</li> <li>▪ Invite to participate</li> </ul>



**Wow, now what do we do next?**

**“Success depends on the ability to recruit, retain, manage, and motivate people from 17-75 working together in a diverse work environment onsite and at virtual work locations.”**



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