

COMMUNICATING ACROSS GENERATIONS

WHO ARE THE GENERATIONS?

BIRTH YEARS	GENERATION	INFLUENCES	TRAITS
Born prior to 1946	Traditionalists	The Great Depression India's independence The New Deal World War II The GI Bill The Cold War	Loyal Desiring to leave a legacy Fiscally conservative Faith in institutions
1946–1964	Baby Boomers	Booming birthrate Economic prosperity Vietnam Space landing Anti-war protests Indira Gandhi 1968 Olympics The Beatles	Competitive Questioners of authority Eager to put their own stamp on institutions Optimistic Idealistic
1965–1979	Generation X	Chernobyl MTV Personal computer Divorce AIDS CNN Margaret Thatcher Charles marries Princess Diana of Wales	Eclectic Resourceful Self-reliant Skeptical Highly adaptive Independent
1980–1995	Millennials	Terrorism Expansion of technology and the media Mixed economy Violence Social media 7.7 Bombings Global climate change	Diverse Cyber-literate Media savvy Realistic Environmentally conscious Collaborative

WHAT'S NEXT? MEET GEN EDGE

Lightning fast may not be fast enough; they are resourceful.

- Their brain chemistry is different than all other generations – they process information in sound-bites.
- They are the first generation born with technology at their fingertips – they are not distracted by multiple tech sources and, in fact, crave it; this constant access makes them an incredibly resourceful generation. They'll be able to find or make solutions quickly and easily.

You've got a friend in me; they see communication differently .

- They grew up during the Great Recession and global terrorism – for solace, they seek comfort in their networks and have become incredibly resilient. They can build digital relationships unlike an generation before.
- They will learn the benefits of face-to-face communication in the classroom after realizing all lessons cannot be taught by Google.

A participation award is NOT a real award; they are realistic and competitive.

- Boomers gave their Millennial children the self esteem movement. Gen Edgers' parents have taught them the art of failure.
- A competitive drive is going to make a comeback with this generation.

HOW CAN YOU BEST COMMUNICATE WITH EACH GENERATION?

GENERATION	TIPS	ACTION PLAN/NOTES
Baby Boomers	<p>Boomers, find opportunities to share your knowledge.</p> <p>Recognize Boomers' need for formal communication and etiquette.</p> <p>Make smart judgments on when and how to connect.</p> <p>Recognize the difference between what work-life balance means to a boomer v. an Xer v. a Millennial.</p>	
Gen Xers	<p>Accept Xers' skepticism; be willing and ready to prove your ideas.</p> <p>Provide straight, honest and unfiltered communication.</p> <p>Respect Xers' independence.</p> <p>Xers, ask yourselves, "When can collaboration benefit me?"</p>	
Millennials	<p>Show how they are making or can make a difference.</p> <p>Provide specific results you want to see from them.</p> <p>Differentiate between giving input and making the decision.</p> <p>Millennials, show that you are doing the work.</p> <p>Give constant feedback. When it is negative, give a plan on how to improve.</p>	
Vision Council Tips		

