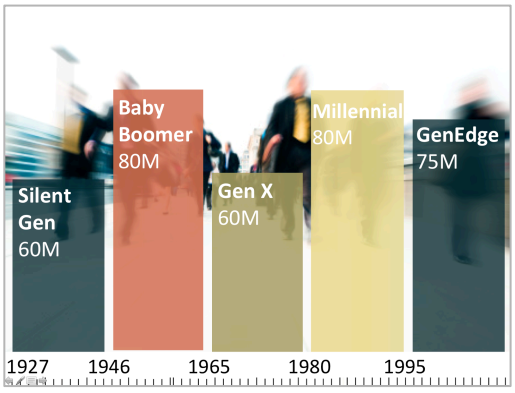
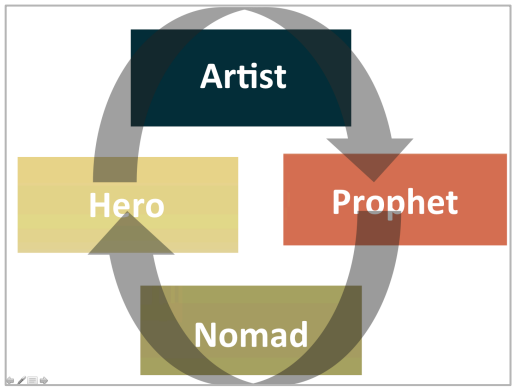
Generational Edge
Business Strategies for Engaging the Generations

Can You Hear Me Now?

Communicating Across the Generations

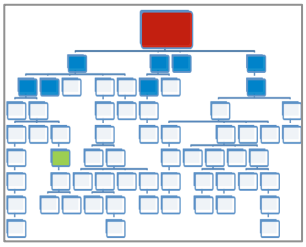
Evansville Area SHRM, January 2015

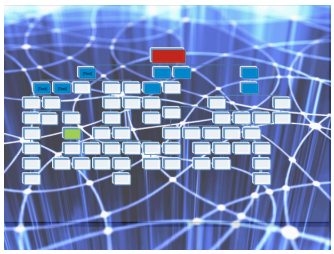




GENERATION	EXPERIENCES	TRAITS	MANAGEMENT TIPS
SILENT Born 1926 - 1946	Second World War, Cold War, GI bill	AN ARTIST GEN: cautious, resourceful, resilient, fiscally conservative, hard-working "Regular Joes"	
BABY BOOMERS Born 1946–1964 *80 Million*	Economic boom, civil unrest, social movements	A PROPHET GEN: competitive idealistic, plan the work and work the plan, indirect, face to face communicators	Call out personal success—*in person.* Emphasize tech training for Booms.
GEN X Born 1965–1979 *60 Million*	2-career families, 24/7 media, PCs, internet, divorce, stagnant economy, globalization	A NOMAD GEN: skeptical, direct, entrepreneurial, efficient, plan the work and edit as you go, adaptive, tend to work alone	Aim for 100% transparency.
MILLENNIALS Born 1980–1995 *80 Million*	Terrorism, laptops cell phones, mixed economy, climate change, diversity	A HERO GEN: earnest, collaborative, tech-savvy, seeking meaning, innovative, increasingly practical	Manage Ms with conversation—from the side, not the top.
GENEDGE Born 1995 – *75 Million*	Recession, virtual relationships, climate change, inclusion	AN ARTIST GEN: cautious resourceful, digital, resilient, practical, fiscally conservative, hard-working	

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Coaching: TIPS you can give each generation.

Boomers: Be as transparent as possible: when you think you've answered all the questions, answer a few more. Learn to appreciate the skepticism/directness of younger gens. Use face time and meetings a little less than you'd like. Be direct in your instructions to Millennials and efficient in your feedback to Gen X. Step up to new tech skills.

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Gen X: Focus on coming out of your cave and collaborating. Use face time and meetings little more than you'd like. Structure collaboration to be certain everyone's voice is heard. Filter your direct feedback with some "nice."

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Millennials: Determine when to jump and when to ask 'why' (there is an appropriate time for each). Help Booms and Xers structure collaboration. Consider the speed of your communication. If you want an idea to be seriously considered by a Boomer, present it in a linear written format.

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Meet Gen Z. a.k.a GenEdge, Homelanders (born 1996-2010)

- Gen Z is **PRACTICAL ABOUT WORK.** 71% of teens say they would give up a dream job for one that paid more. Asked what they would ask for if they had one wish, 30% of Zs said they wished their parents had steady jobs.
- Having grown up during a recession, Zs are savers, not spenders, altogether a **FRUGAL** generation.
- Gen Z is **RESOURCEFUL.** They try to find solutions first, before asking parents and teachers.
- Gen Z is **COMPETITIVE and ENTREPRENEURIAL**. 72% want to own their own biz.

Sources: "Gen Z Digital in Their DNA: JWTintelligence", Junior Achievement and the ING Foundation



Generational speaker Amy Lynch specializes in business strategies that engage generations in the workplace and in the marketplace. She has addressed audiences from Boeing to MTV, J&J, USBank, the Peace Corps and the staff of the US Senate. She authored "*How Can You Say That?"* about parenting Millennials, and the forthcoming *Fourth Quarter Careers*, and *Gen-Tellect: The Power of Generational Intelligence in Everyday Life.*

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