

Communication Across the Generations

Generation	Values and Characteristics	Communication
<p><u>Generation Z – 2000+</u></p> <p><i>Gens, Homelanders, GenEdge</i></p> <p>Indulged generation: parents and the school system insisted on giving them ‘air time’; they expect to be heard and acted upon</p>	<ul style="list-style-type: none"> • Optimistic • Tolerant • Driven • Confident • Diversity • Inclusion • High-Speed Internet is a basic right 	<ul style="list-style-type: none"> ✓ Use SMS, give them less to read ✓ Seek and provide feedback ✓ Proactively manage their expectations – timelines and quality
<p><u>Generation Y – 1981-1999</u></p> <p><i>Millennials, Net Generation, Baby Boom Boom, Echo Gen. 2.0</i></p> <p>Indulged generation: parents and the school system insisted on giving them ‘air time’; they expect to be heard and acted upon</p>	<ul style="list-style-type: none"> • Idealistic • Confident • Social • Accepting • Tech Savvy • Diversity • Rules are negotiable • Create new rules • Respect for authority who demonstrate competence • The opportunity to learn is a right, not a privilege 	<ul style="list-style-type: none"> ✓ Use SMS, give them less to read ✓ Prepare to explain WHY ✓ Seek and provide feedback ✓ Proactively manage their expectations – communicate clearly with is expected of employees
<p><u>Generation X – 1965-1980</u></p> <p><i>Slackers, Latchkey Kids, The Last Generation, MTV Generation</i></p>	<ul style="list-style-type: none"> • Self-reliant • Independent • Skeptical • Resilient • Informal 	<ul style="list-style-type: none"> ✓ Limit face to face conversations ✓ Use informal communication styles ✓ “Just tell me what you need me to do”

They watched their Baby Boomer parents get downsized in the 80's and 90's, and refuse to be fully committed to the corporation

- Question the need for rules
- Expect to be constantly learning- formal or informal
- On the lookout for marketable skills and results
- Loyal to the profession not the institution

- ✓ Give and ask for feedback (the need is not as pronounced as Generation Y)

Baby Boomers – 1946-1964

The Workaholics, The Grey Generation, Me Generation

A powerful generation influencing politics, economics, and business

- Idealistic
- Involved/Competitive
- Challenge authority
- Attention seeking
- Politically savvy
- Value strong work ethic
- Career = self-worth
- Work and family collide
- Significant career (one industry)
- 9.6 M in Canada, 78 M in USA

- ✓ Body language is important
- ✓ Provide a process and chain of command
- ✓ Answer questions thoroughly, will press you for details
- ✓ Schedule meetings – do not drop by

Traditionalists – 1920-1945 (76+)

The Veterans, Silent Generation, War Babies

Grew up in time of hardship (wars, depression, unemployment, etc.)

- Duty
- Sacrifice
- Thrift
- Honour and loyalty
- Privacy
- Lifetime career (one place)
- Hard work is the right thing to do
- Detail oriented
- Rules are there for a reason
- Work and family never mix

- ✓ Face to face or written communication preferred
- ✓ DO NOT ask them to share their thoughts in public
- ✓ Avoid slang, profanity and “tech talk”
- ✓ Schedule a time to meet – don’t just “stop by”