

# Strategies for Effectively Communicate Across Generations

## *Veterans*

### Born

1909 – 1945

Also known as: Silent/Traditionalist/Matures

### Assets

Experience, knowledge, dedication, focus, stability, loyalty, emotional maturity

### Liabilities

Reluctant to buck the system, uncomfortable with conflict and restrained when they disagree

### Characteristics

- Came of age in 30s – 50s
- Company loyalty
- Believe in sacrifice
- Duty before fun
- Adherence to rules
- Leader has command & control
- Communicate via memo

### Strategy

- Show them respect
- Clear direction from leadership
- Person one on one contact
- No news is good news – not a lot of need for feedback

### Motivating Messages...

Try using these in your conversation:

- “Your experience is respected here.”
- “It’s valuable to the rest of us to hear what has and hasn’t worked in the past.”
- “Your perseverance is valued and will be rewarded.”

## *Boomer*

### Born

1946 – 1964

Also known as: Vietnam Gen. /Me Generation

### Assets

Service orientation, dedication, team perspective, experience and knowledge

### Liabilities

Uncomfortable with conflict, reluctant to go against peers, may put process ahead of result

### Characteristics

- Came of age in the 60s-70s
- Grew up with dramatic social change
- Free spirited and social cause oriented
- Value personal fulfillment
- Desire quality
- Question authority
- Loves to have meetings

### Strategy

- Show them that you care.
- Tell them they are important; they want to be “stars”; they want to shine on your team.
- Know their names.
- Give them a chance to talk-they want to show you what they know.
- Be democratic
- Respect their experience

### Motivating Messages...

Try using these in your conversation:

- “Your opinion is valued.”
- “You can work as long as you want to.”
- “Your contribution will be recognized.”
- “We need you.”

# Strategies for Effectively Communicate Across Generations

## *Gen X*

### Born

1965 – 1980

Also known as: Xers/Baby Busters

### Assets

Adaptability, techno-literacy, independence, creativity, willingness to buck the system

### Liabilities

Skeptical, distrustful of authority

### Characteristics

- Came of age in the 80s-90s
- Saw the inception of the personal technology
- Believe in eliminating the task
- Value structure and direction
- Leaders should challenge others
- Ask why
- Communication should be direct and immediate

### Strategy

- Humor is important
- Give it to them straight
- Talk with them, not at them
- Be visual and dynamic
- Be direct and truthful
- Don't pull rank
- Provide clear statements of what is expected and what they need to do to be successful
- Coach, don't direct

### Motivating Messages ...

Try using these in your conversation:

- "Do it your way."
- "We've got the newest hardware and software."
- "There aren't a lot of rules around here."

## *Millennial*

### Born

1981 – 2000

Also known as: Gen Y/Echo Boomers

### Assets

Collective action, optimism, ability to multi-task and technological savvy

### Liabilities

Need for supervision and structure; inexperience—particularly with handling difficult people issues

### Characteristics

- Are coming of age now
- "Trophy Generation", or "Trophy Kids,"
- Everyone gets something for participating
- Value what's next
- Tenacious
- Entrepreneurial spirit
- Want feedback/rewards whenever they want it at the push of a button

### Strategy

- Incorporate teamwork
- Technology is expected
- They want more attention from authority figures
- Active and interactive: let them move
- Visually similar to Xers
- Provide multiple focal points
- Provide supervision and structure
- Yers ARE readers so provide more back up information

### Motivating Messages ...

Try using these in your conversation:

- "You will be working with other bright, creative people."
- "You and your co-workers can help turn this company around."
- "You can be a hero here."

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