

Generational Communication

Generation Age in 2008 Population	World War II (age 63-76) 52 million	Baby Boomer (age 44-62) 80 million	Generation X (age 28-43) 46 million	Millennial (age 9-27) 76 million
Work-Life Balance	Wants support as they shift balance during retirement	<i>Wants to balance everyone else and find self meaning</i>	Wants balance now, not when they retire	<i>Wants flexibility to balance all activities</i>
Work Ethic	Dedicated and loyal	<i>Driven and Committed</i>	Balanced work and home life	<i>Enthusiastic and prepared to jump</i>
Authority	Respectful	<i>Love/Hate</i>	Unimpressed	<i>Polite</i>
Leadership	Hierarchy	<i>Consensus</i>	Competence	<i>Joint</i>
Feedback	Indicates they did something wrong, no news is good news.	<i>Wants occasional, written and documented feedback</i>	Demands instantaneous and constant (usually face-to-face)	<i>Looks for instantaneous and at the push of a button</i>
Training and Education	School of hard knocks—learn it on you own, I did	<i>Too much training means the employee will leave the company, but personally I value education and training</i>	There's never enough training, more is better, in fact if you don't train them enough, they leave	<i>The only constant is change, so training will be continuous</i>
Job changes	Job changing means there is something wrong with you.	<i>Job changing makes you lose competitive promotional edge</i>	Job changing is necessary, the company doesn't care for the employee	<i>Job change is natural and necessary, but will feel a pull of loyalty to projects and people</i>
Conflict	I follow orders, no questions asked, so should you. Keep your conflict issues to yourself, it's none of my business.	<i>I take on the issues I don't agree with, but I believe conflict is dealt with best by resolving it as a team.</i>	I call it like I see it, even if it's not popular. ~or~ I don't really care. This is my job. I'm here to do my job and go home.	<i>I don't know what to do, so I avoid face-to-face conflict as a result. Especially when it comes to customer service.</i>

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As Managers:				
Management Styles	Chain of command, military style	<i>Change of command, whatever it takes to get ahead</i>	Self-command, independent	<i>No command, instead collaborate</i>
As Employees				
Team and Coworkers =	Part of the chain	<i>Competition</i>	Independent partners	<i>Essential key to team</i>
Leadership done by	Hierarchy	<i>Consensus</i>	Competence	<i>Everyone</i>
Their strengths as employees	Loyal, hard working, consistent	<i>Driven, dedicated, competitive, team players, go above and beyond</i>	Adaptable, techno-savvy, independent, not intimidated by authority, creative	<i>Multi-talented multi-taskers, respectful, collaborative, techno-experts, highly tolerant</i>
Their weaknesses as employees	Dislike change, won't buck system, dislikes conflict, withdraws from conflict	<i>Big on ideas, process more important than outcome, sensitive to critique from younger workers</i>	Impatient, not politically savvy in the corporate world, cynical, lack relationship skills/desire to schmooze	<i>High, unrealistic expectations (including starting at the top), dislike conflict, lack of experience</i>