



The Power of Connection

**Harnessing Generational Diversity Through
Effective Communication**



Poll: Which statement(s) best match you?:

- I work with one or more individuals who are significantly older than me
- I work with one or more individuals who are significantly younger than me
- I find age to be a significant factor in my working relationship(s)
- I find age to have little or no impact on my working relationship(s)
- I do not work or work alone
- Other?



The Workshop at a Glance

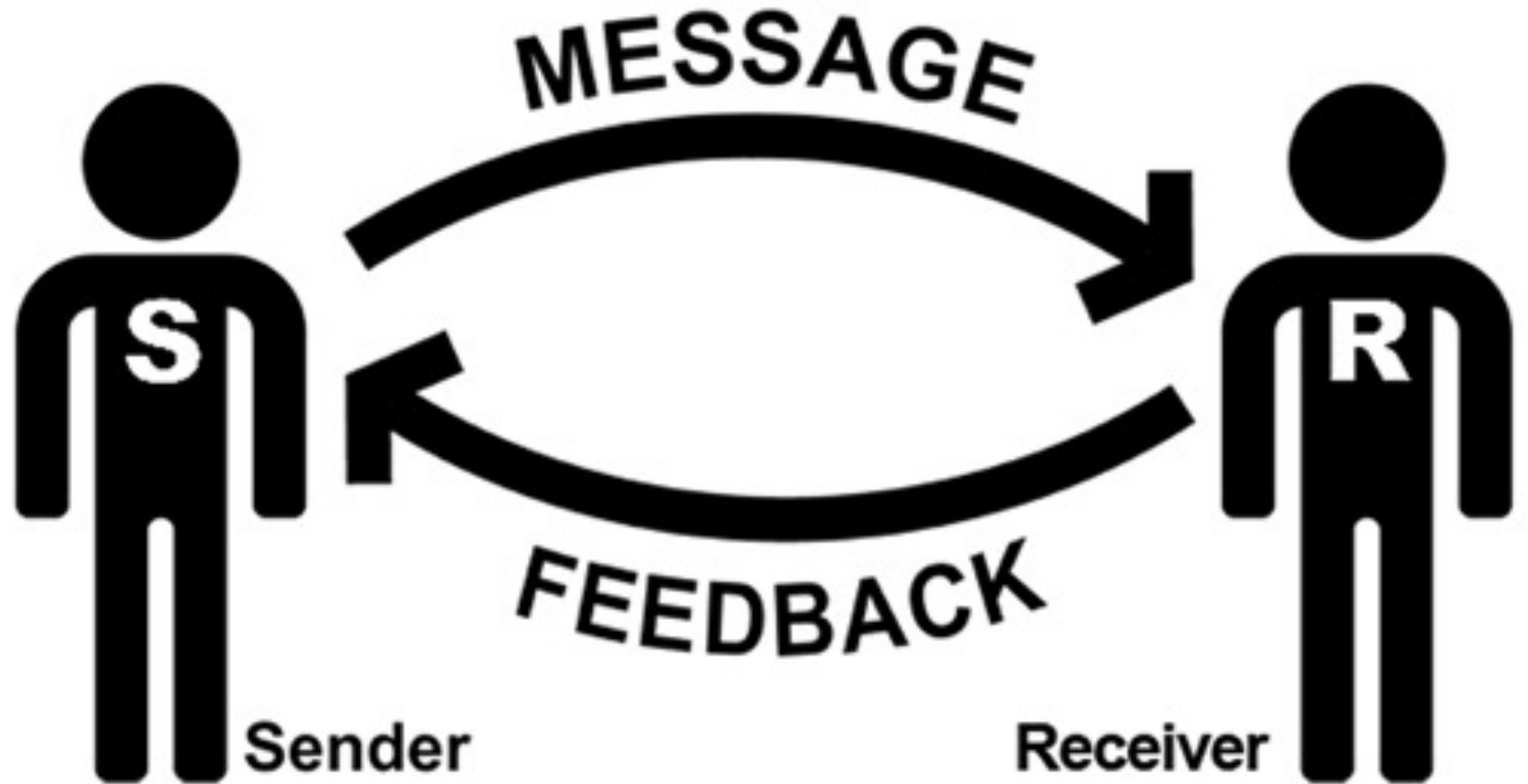
Objective:

To learn strategies for fostering connections and a positive workplace environment across generations through effective communication.

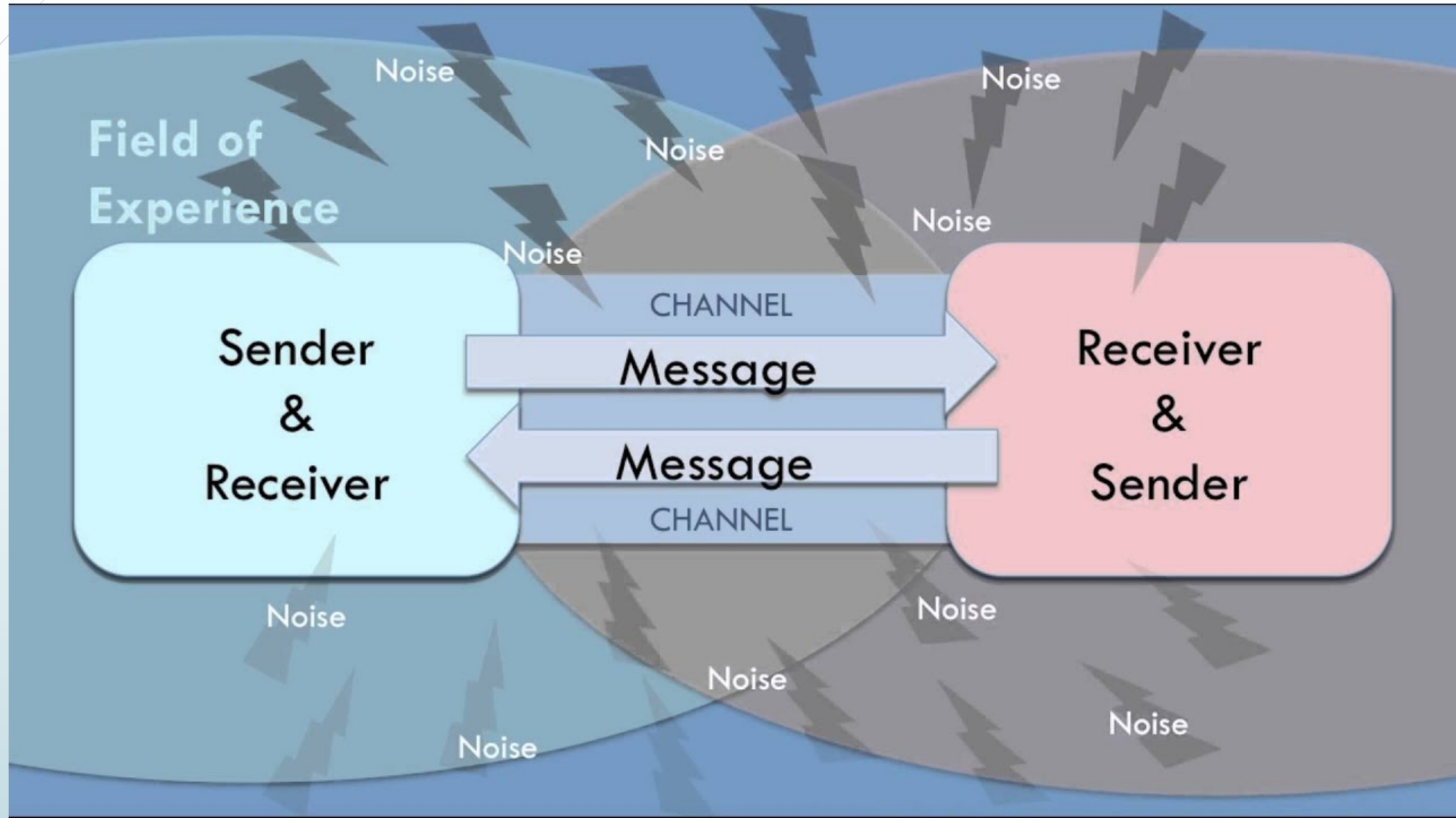
Overview:

- Understanding communication
- Understanding generational diversity
- Three approaches to connecting with others in the midst of generational diversity

Sender-Receiver Model of Communication



The Transactional Model





Chuck Underwood
The Generational Imperative

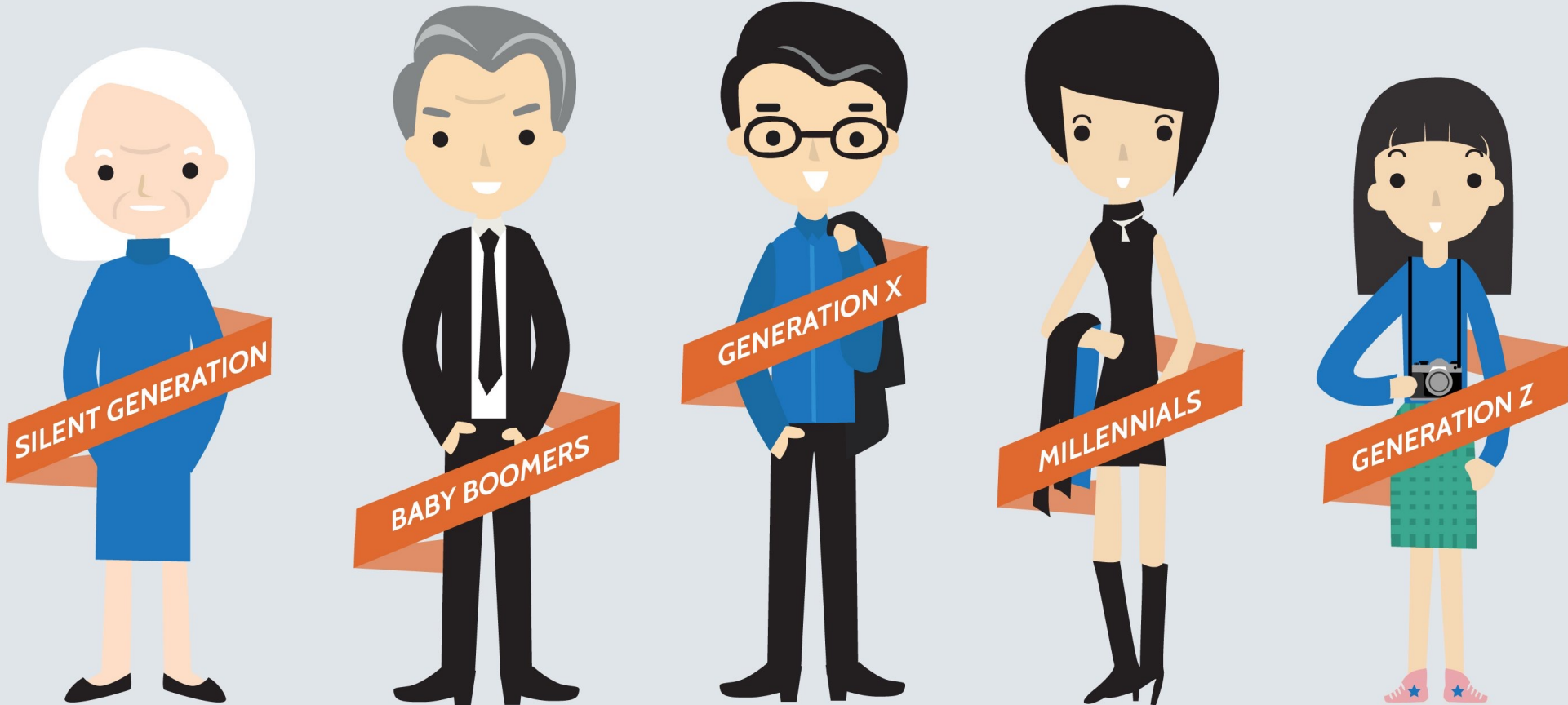
America's Living Generations



G. I.	1901 - 1926
Silent	1927 - 1945
Boomer	1946 - 1964
GenX	1965 - 1981
Millennials	1982 - ???

<https://www.youtube.com/watch?v=NIwmmosGVJQ>
















Current Generational Diversity in the Workplace





Another Perspective: Social Construction/Sense Making

- ❑ Sense making occurs within a social context through process of social construction
- ❑ Social constructions are applied externally (i.e., stereotypes) and internally (i.e., to own behavior and identity)
- ❑ Constructions derived from & reinforced by multiple environmental sources
- ❑ Sense making constantly evolving and undergoing change.
- ❑ Key public events/turning points often become significant defining moments in social construction/sense making process

Generation	Greatest / Silent	Baby Boomers	Gen X	Millennials	Gen Z
Years Born	1923 - 1945	1946-1964	1965-1980	1981-1997	1998-2016
Age in 2016	71-93Y	52-70Y	36-51Y	19-35Y	0-18Y
Population (Global)	0.3bn	1.1bn	1.5bn	2bn	2.4bn
% of Global Population	5%	15%	20%	27%	32%
Life-Defining Events	World War I and II Great Depression Electric Appliances	Cold War Moon Landing Transistor Invented	End of Cold War Live Aid First Personal Computer	9/11 Terrorist Attacks Iraq War Advent of Social Media	Post-Great Recession Arab Spring Rise of AI
Communication Style	 Letter	 Telephone	 Email / SMS	 Instant Message	 Emojis
Technology Milestone	 Car	 TV	 PC	 Smartphone	 AR/VR
Hobby	 Reading	 Watching TV	 Surfing the Internet	 Video Games	 Music Streaming
Digital Proficiency	Pre-Digital	Digital Immigrants	Early Digital Adopters	Digital Natives	Digital Innates
Iconic Figure	Franklin D. Roosevelt	John F. Kennedy	Kurt Cobain	Mark Zuckerberg	Malala
Music	Jazz Swing	Elvis Beatles	Nirvana Madonna	Britney Spears Justin Timberlake	Justin Bieber Taylor Swift
How They Get Around	'55 Ford Thunderbird	SUV	Bicycle / Car	Uber / Lyft	Mom's Prius
Current Living Situation	Retirement Home	Semi Detached House	Own Small Apartment	Sharing an Apartment	Parents' House
Social network other than Facebook	The Rotary Club	Match.com	LinkedIn	Tinder	Snapchat
Deepest Fear	The world in 2016	No longer center of attention	What about my generation	Paying off student debt	Low batteries
Key Life Question	How did the country go so wrong?	Where's the Viagra?	What's the point?	What's a career?	What's a landline?
Defining Condition	Permanently Aggrieved	Erectile Dysfunction	ADHD	Gluten-Intolerant	Peanut Allergy
What They Spend On	Oklahoma Community Dinner Theater	VIP tickets to The Rolling Stones	Burning Man	Coachella	Minecraft

Source: iKinetic, McCrindle, Pew Research, Bruce Feirstein – Vanity Fair, various sources, BofA Merrill Lynch Global Research



Age is just a number, but the generation gap is a real challenge that requires empathy, curiosity, and open-mindedness.

Shabbir Ehsan

Three Communication Skills That Build Intergenerational Bridges

- Understanding
- Open Communication
- Active Listening



Develop Understanding



Promote Open Communication



Practice Active Listening






Finding Solutions: Case Study Paired/Group Work





Bridging Workplace Cross-Generational Communication Gap

 DayTranslations

A dark blue arrow points to the right at the top left. Below it, several thin, curved lines in shades of blue and grey sweep across the left side of the slide.

Review

Objective: To learn strategies for fostering connections and a positive workplace environment across generations through effective communication.

Recap:

- Understanding communication
- Understanding generational diversity
- Three approaches to connecting with others in the midst of generational diversity