

Typewriters
to
Tablets

Engaging the Generations

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Icebreaker exercise

Pair up with someone you don't know, introduce yourselves then discuss:

- What was 'hot' when you were in high school. Think about things like:
 - Clothing style
 - Movie
 - TV show
 - Singer or band
 - Price of gasoline
 - Popular hair style
 - Restaurant
 - Headlines of the day
 - Brand name

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Sample Objectives

- A thorough understanding of all four generations, both similarities and differences
- Critical influences that have contributed to forming each generation
- Work styles, motivations and expectations of each generation in the workplace
- Communication and alignment best practices for each generation
- Ways to leverage social media as a key communication, alignment and engagement driver
- The opportunity to share experiences, interact with peers and have fun in the process
- Action plan for working with the different Generations

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Sample Agenda

8:00	Intros and objectives
8:45	Deep Dive into Generations
9:30	Similarities of the Generations
9:50	Break
10:00	Recruiting the Generations
11:00	Communicating with the Generations
12:00	Lunch
1:00	Communicating with the Generations (<i>cont</i>)
1:30	Leading the Generations
2:20	Break
2:30	Rewards and Recognition
3:00	Developing the Generations
3:20	Retaining the Generations
3:45	The 'Un-named' Generation
3:50	Review and wrap-up

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The Golden Rule



Treat others as you would have them treat you

The Platinum Rule



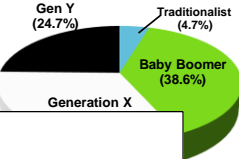
Treat others as *they* want to be treated

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Generations Overview

- We have four different generations working side by side in the workplace
 - Traditionalists – born 1922 – 1945
 - Baby Boomers – born 1946 - 1964
 - Generation X – born 1965 - 1980
 - Gen Y – born 1981 – 1995
- No work
- Cha



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Labor Statistics (2011)

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Why are we the way we are?

Age 0 – 7
Conditioning

Age 7 – 10
Testing

Age 11 - 20
Socialization

Family

Religion

Education

Income

Geography

Television

Media

Friends

Heroes

Events

Interests

Activities

Hobbies

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Getting to Know Each Generation



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Getting to Know Each Generation



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Getting to Know Each Generation

Traditionalist

- Born 1922 – 1945
- Conformity
- Stability
- Upward mobility
- Security
- Respects authority

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Getting to Know Each Generation



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Getting to Know Each Generation

Boomer

- Born 1946 - 1964
- Personal and social expression

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Getting to Know Each Generation



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Getting to Know Each Generation

Generation X

- Born 1965 - 1980
- Free agency and independence
- Street smarts
- E-mail
- Cynicism
- Work/life balance

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Getting to Know Each Generation



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Getting to Know Each Generation

Gen Y (aka Millennials)
 • Born 1981 - 1995

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Getting to Know Each Generation

Traditionalist

- Born 1928 - 1945
- C
- S
- L
- S
- F

Boomer

- Born 1946 - 1964

See all information in full slide show

- E
- F
- S
- E
- Cynicism
- Work/life balance

- Social activism, family centrality
- Demand for diversity

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Exercise – What Generation Are You?

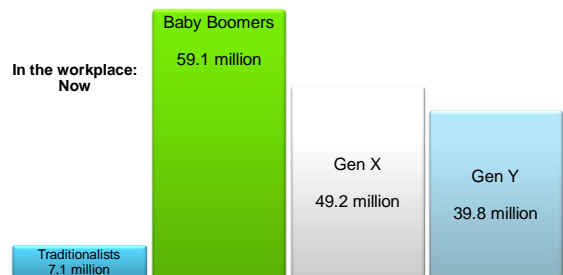
Report to the sign that has your generation on it. You will be assigned another generation to discuss.

Discuss with your group:

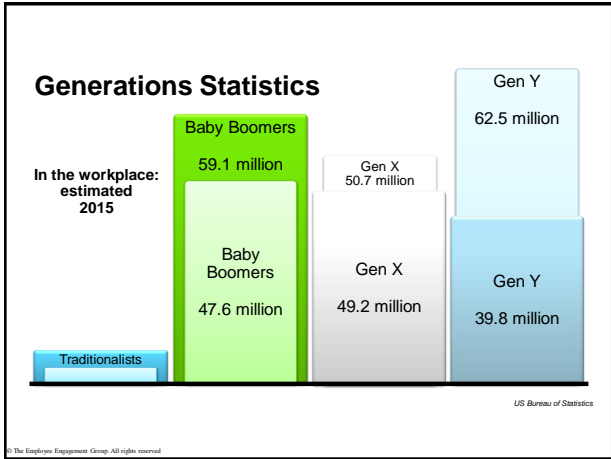
- What does the that other generation bring to the workplace?
- What characteristics do you like about your assigned generation?
- What drives you crazy about your assigned generation?

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Generations Statistics



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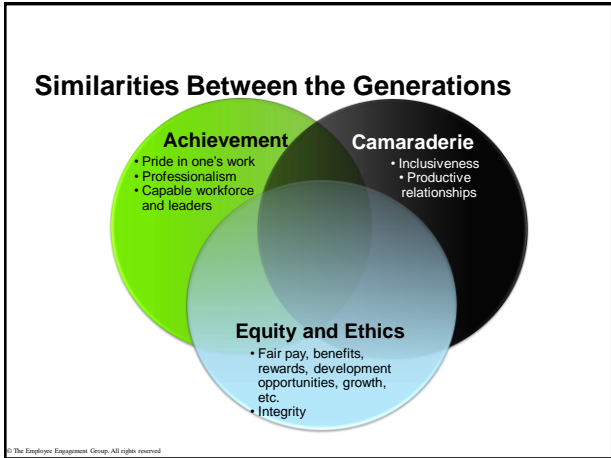
Where is Your Company?

Use the form in your workbook and estimate where your employees are distributed

	Traditionalist	Boomer	Gen X	Gen Y
National average	4.7%	38.6%	32.2%	24.7%
Total				
By office				
Office #1				
Office #2				

Exercise: What does your workforce look like
 Estimate the percentage of each generation in your workforce today. Share that number with the group by writing it on the appropriate flip chart page

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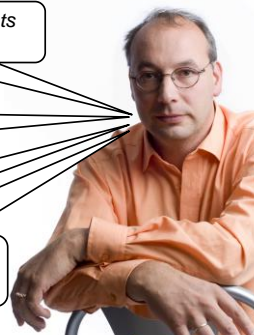
Similarities Between the Generations

- Achievement**
 - Pride in one's work
 - Professionalism
 - Capable workforce and leaders
- Camaraderie**
 - Inclusiveness
 - Productive relationships
- Equity and Ethics**
 - Fair pay, benefits, rewards, development opportunities, growth, etc.
 - Integrity

Exercise: What are you doing to specifically address these commonalities?
 How are your employees, no matter what generation they come from, see that these three areas are being met?

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What the "Older Generation" Assumes



This new generation wants exactly what I have


The definition for success is the same for all generations

They need to pay their dues, just like I did!

They sure have it easier than I had it!

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What the "Younger Generation" Assumes



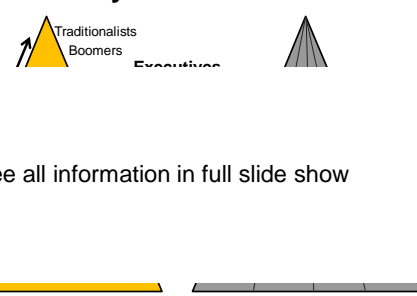
The people in the older generations are so inflexible!

These people just don't understand me or my friends

They can't use an iPad, they won't text, they treat their cell phone like a phone – what's wrong with them?

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The New Hierarchy



Traditionalists
Boomers
Executives

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Old Model New Model

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Name That Generation!

1	 Elizabeth Taylor Traditionalist	4	 Daniel Radcliffe Gen Y
2	 Magic Johnson Boomer	5	 Gary Coleman Gen X
3	 Sandra Bullock Boomer	6	 Robert Downey Jr Gen X



Attracting Generation X and Y

- Opportunity to contribute
- Values driven company
- Guidelines but not stringent rules
- Ability to work different hours

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Assignments

- Work is new and fresh
- Quick pace of work
- Growth and development opportunities
- Mentoring and coaching

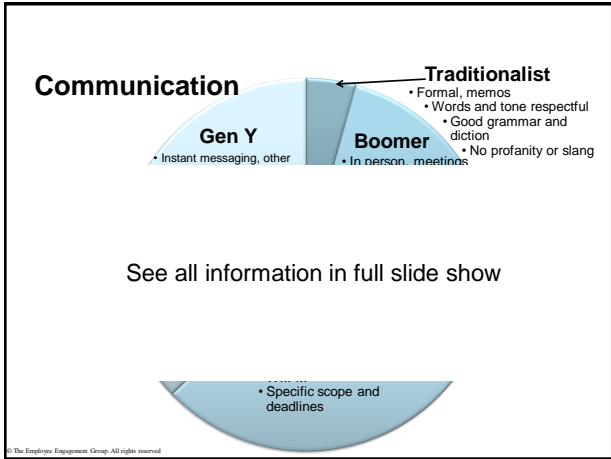
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Attracting Generation X and Y

Exercise: Would a Gen X or Y want to work for you?
 What does your company do now from the list that meets the needs of Gen X and Y?
 What could your company do (differently, new) to attract X and Y?

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- ### Communicating with the Generations
- Your communication promise**
- A communication promise (or protocol) outlines the techniques you will use to communicate to your employees
 - Your promise should include:
 - Who communicates
 - Method of communication
 - What is communicated consistently
 - Frequency
 - How you handle special announcements
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Communicating with the Generations

	Who Delivers	Venue	Audience	Frequency
Company Update	CEO	Email and Town Hall	All Employees	Monthly
Business Line Update	Business Line Leaders	Blogs, Tweets	Matrix Employees	Bi-Monthly
Sales, HR, Finance, etc.	Function Head	Email / Meetings	All employees	Monthly
Department Update	Line Managers	One on one meetings	Direct Reports	Monthly
Innovation Update	All Employees	Email /text Dept. meetings	Managers and above	Always

Sample of Communication Promise

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Social Media as a Communication tool

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Social Media as a Communication Tool

Miscellaneous Social Media Statistics

- Woman are more active than men (55% - 45%)
- Social media users dine out more than others
- 57% of people talk to people more online than they do in real life
- 15% of 16 – 24 year olds prefer to receive customer service via social media
- Globally, more people own a mobile phone than a toothbrush
- Smartphone users are twice as active on social media than non-smartphone users

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Why Social Media in the Workplace



Alignment
Ensure employees, teams, and projects are aligned with vision

News and information
Consistent source for information – one message to all people

Connectors
Employees have a means to find other employees

Knowledge management
Wiki's and shared apps to increase speed of project information

Development
Training, material, marketing, product documentation – all through the network

Flattens hierarchy
Provides direct path from CEO and visa-versa

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Social Media as a Communication Tool

Free Internal Social Media Tools

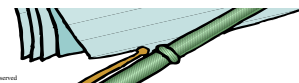


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Social Media as a Communication Tool



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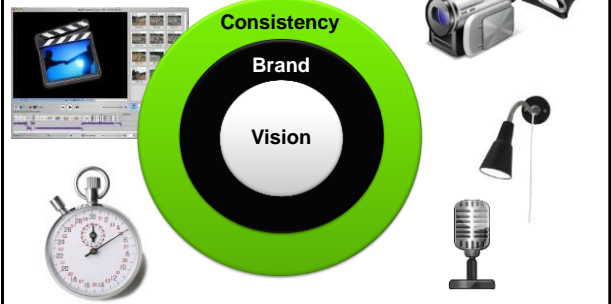
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Social Media as a Communication Tool Using Blogs to Communicate



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Social Media as a Communication Tool Creating a Vlog



Social Media as a Communication Tool Creating a Vlog

- In groups, identify someone with an iPhone with a recording feature
- Decide what message you will deliver:
 - CEO message about the state of the business (good or bad)
 - Information about an upcoming change to your systems
 - 'How to' instructions on some basic function
- Record your message and be prepared to share with the group

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Social Media as a Communication Tool Success with your Vlog



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Social Media as a Communication Tool

What is your Social Media Policy?

54% of CIOs

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** Robert Half

Who sets policy?

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Who sets policy?

Exercise – Communicating with the Generations

- In your groups, list as many techniques you can think of to communicate with your staff
- What ways work best for the different generations?
- How can you begin implementing these techniques now?

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Leading the Generations



Leading the Generations

B

- Demonstrate your knowledge and experience
- Create mentor relationships
- Use coaching techniques
- Establish non-authoritarian environment
- Offer fresh assignments
- Provide developmental experiences
- Recognize and tap into their expertise
- Understand their work ethic – allow it but don't abuse it

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Leading the Generations



- Be patient about earning respect
- Allow time for communication and questions (open door policy, pause during meetings)

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Leading the Generations

Y

- Demonstrate competence
- Provide interaction with colleagues
- Set clear, realistic expectations
- Take advantage of their speed
- Connect with the heart – learn their passions
- Let them solve problems
- Use technology
- Encourage mentoring and provide coaching

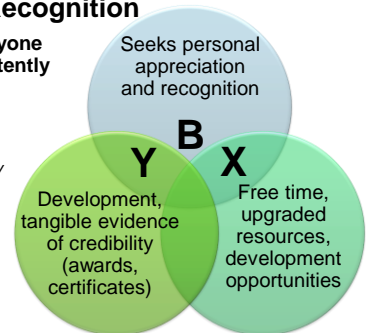
*Note: 98% percent of Gen Y surveyed believe working with strong coaches and mentors is an important part of their development".
Price Waterhouse Cooper 2011*

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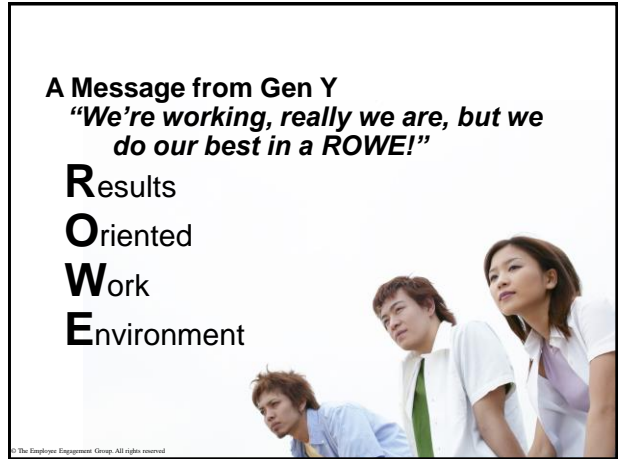
Rewards and Recognition

- Available to everyone
- Delivered consistently
- Valuable

*"For Gen Y, training and development is the most highly valued employee benefit. The number choosing training and development as their first choice of benefit is THREE times higher than those who chose cash bonuses.
Price Waterhouse Cooper 2011*



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Training Expectations and Norms

Traditionalists and Boomers

Gen X and Gen Y

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tactical

strategic



Exercise: Training for New Employees

When you get a new employee, how do you train them? What could you do differently?

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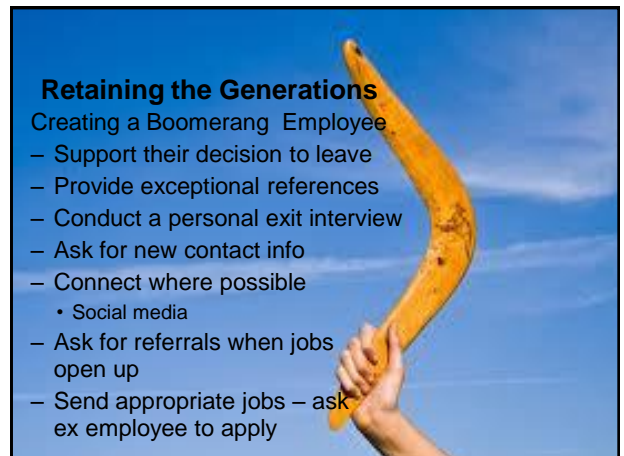


Retaining the Generations

Retaining the Generations

	Boomer	Generation X	Generation Y
Leader Motivation	• Leaders who get them involved and show them how they make a difference	• Allow them to get the job done on their own schedule (even if unorthodox)	• Connect their actions to personal and career goals
Rewards and Recognition	• Seek personal appreciation and recognition	• Free time, upgraded resources, bottom line results, development opportunities	• Awards, certificates, tangible evidence of credibility
Retention ideas			

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Retaining the Generations


Creating a Boomerang Employee

- Support their decision to leave
- Provide exceptional references
- Conduct a personal exit interview
- Ask for new contact info
 - Social media
- Ask for referrals when jobs open up
- Send appropriate jobs – ask ex employee to apply



The "Un-named" Generation

- Born after 1995
- Called iGen, Gen Z, Gen 9/11,




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- See all information in full slide show

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Name That Generation!

1	 Mick Jagger Traditionalist	4	 Noah Cyrus "Un-named" Gen
2	 Jaden Smith "Un-named" Gen	5	 Sabelle Furman "Un-named" Gen
3	 Halle Berry Gen X	6	 Scarlett Johansson Gen Y



