## Communicating Across Generations

### Who Are The Generations?

<table>
<thead>
<tr>
<th>Birth Years</th>
<th>Generation</th>
<th>Influences</th>
<th>Traits</th>
</tr>
</thead>
</table>
| Born prior to 1946 | Traditionalists    | • The Great Depression  
• India’s independence  
• The New Deal  
• World War II  
• The GI Bill  
• The Cold War | • Loyal  
• Desiring to leave a legacy  
• Fiscally conservative  
• Faith in institutions |
| 1946–1964    | Baby Boomers        | • Booming birthrate  
• Economic prosperity  
• Vietnam  
• Space landing  
• Anti-war protests  
• Indira Gandhi  
• 1968 Olympics  
• The Beatles | • Competitive  
• Questioners of authority  
• Eager to put their own stamp  
• on institutions  
• Optimistic  
• Idealistic |
| 1965–1979    | Generation X         | • Chernobyl  
• MTV  
• Personal computer  
• Divorce  
• AIDS  
• CNN  
• Margaret Thatcher  
• Charles marries Princess Diana of Wales | • Eclectic  
• Resourceful  
• Self-reliant  
• Skeptical  
• Highly adaptive  
• Independent |
| 1980–1995  | Millennials          | • Terrorism  
• Expansion of technology and the media  
• Mixed economy  
• Violence  
• Social media  
• 7.7 Bombings  
• Global climate change | • Diverse  
• Cyber-literate  
• Media savvy  
• Realistic  
• Environmentally conscious  
• Collaborative |

### What’s Next? Meet Gen Edge

- Lightning fast may not be fast enough; they are resourceful.
  - Their brain chemistry is different than all other generations – they process information in sound-bites.
  - They are the first generation born with technology at their fingertips – they are not distracted by multiple tech sources and, in fact, crave it; this constant access makes them an incredibly resourceful generation. They’ll be able to find or make solutions quickly and easily.

- You’ve got a friend in me; they see communication differently.
  - They grew up during the Great Recession and global terrorism – for solace, they seek comfort in their networks and have become incredibly resilient. They can build digital relationships unlike an generation before.
  - They will learn the benefits of face-to-face communication in the classroom after realizing all lessons cannot be taught by Google.

- A participation award is NOT a real award; they are realistic and competitive.
  - Boomers gave their Millennial children the self esteem movement. Gen Edgers’ parents have taught them the art of failure.
  - A competitive drive is going to make a comeback with this generation.
# How Can You Best Communicate With Each Generation?

<table>
<thead>
<tr>
<th>Generation</th>
<th>Tips</th>
<th>Action Plan/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomers</td>
<td>Boomers, find opportunities to share your knowledge. Recognize Boomers’ need for formal communication and etiquette. Make smart judgments on when and how to connect. Recognize the difference between what work-life balance means to a boomer v. an Xer v. a Millennial.</td>
<td></td>
</tr>
<tr>
<td>Gen Xers</td>
<td>Accept Xers’ skepticism; be willing and ready to prove your ideas. Provide straight, honest and unfiltered communication. Respect Xers’ independence. Xers, ask yourselves, “When can collaboration benefit me?”</td>
<td></td>
</tr>
<tr>
<td>Millennials</td>
<td>Show how they are making or can make a difference. Provide specific results you want to see from them. Differentiate between giving input and making the decision. Millennials, show that you are doing the work. Give constant feedback. When it is negative, give a plan on how to improve.</td>
<td></td>
</tr>
</tbody>
</table>

**Vision Council Tips**