Typewriters to **Tablets**

Engaging the Generations

Session duration:

Time into session:

Key

Scripted key points to be covered

Specific directions to facilitator

EXERCISE – activity for participants

>>> = click to animate or advance

Welcome participants to the workshop and cover any housekeeping topics

>>>

Session duration:

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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

Key

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EXERCISE – activity for participants

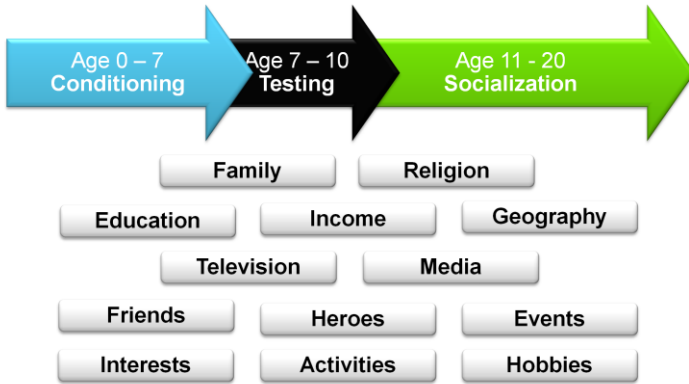>>> = click to animate or advance

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Exercise

Using the slide as a guide, ask participants to pair up and discuss 'what was hot when you were in high school' Participants should use the list on the slide as a guide and only think about one to three areas.

Debrief after by letting each pair report back.

>>>

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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Many things impact us over our lives and build our generational differences, from a very young age until we reach adulthood. >>>

Conditioning happens at a very young age >>> then we begin to test our environment and >>> finally we socialize to our environment. >>> All of this is influenced by multiple criteria >>>

Ask what TV shows influence participants as they grew up? What heroes did they have? What were the major events (Kennedy assassination, Challenger disaster, etc.). Discuss and tie answers to their generations.

>>>

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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>>> = click to animate or advance

PRE-WORK – Prior to the workshop, hang up signs in corners of the room with the names of the different generations. Make these large enough to be seen.

EXERCISE – What Generation are you?

Ask participants to get up and stand under the sign that best describes their generation. Assign one different generation to each group. For instance, you might assign boomers to traditionalist and Gen Y to Boomers. Instruct each group to answer the questions on the slide about their assign generation.

After a few minutes of discussion, ask the groups to report back and discuss what characteristics each group brings to the workplace, what each group likes about the assigned generation, and what drives them crazy about the generation.

Reinforce that there is not a right or wrong generation, just differences, each with their own pros and cons.

After the exercise, ask participants to take their seats.

>>>

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EXERCISE – How do you meet these 3 similarities?

This can be a brainstorm exercise (participants shouting answers) or breakout exercise (team answers). Ask participants to come up with specific ways they are currently meeting these needs for all 3 generations. One additional point could be to ask them to come up with other ways to meet these needs.

Discuss answers

>>>

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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EXERCISE – activity for participants

>>> = click to animate or advance

One way to consistently communicate with your employees is to implement a communication promise or protocol. A communication promise outlines the techniques you will use to communicate to your employees:

• Who communicates

• Method

• Common topics

• Frequency

• Special announcements

>>>

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

Session duration:

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EXERCISE – activity for participants

>>> = click to animate or advance

This is an example of a communication protocol. Note that communication must be cascaded in many instances.

Discuss how a communication protocol could be beneficial to your organization.

Social Media as a Communication Tool
Creating a Vlog

Consistency

Brand

Vision

Session duration:

Time into session:

A vlog, or video blog, is a great way to communicate to employees through social media. Some of the key components of a vlog are:

>>> Vision – know what you want to accomplish, your objectives

>>> Brand – continue to focus on the brand of your business

>>> Consistency – create a consistent look and feel so viewers know what they are about to see

A quality blog should have:>>>

- Adequate camera
- Good lighting
- Good sound
- Short but sweet

>>>

Session duration:

Time into session:

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

Key

Scripted key points to be covered

Specific directions to facilitator

EXERCISE – activity for participants

>>> = click to animate or advance

EXERCISE – Create a Vlog

Break the participants into groups, each having a cell phone with a recording feature (iPhone works the best)

Instruct the teams to decide what message they want to deliver from the list then create a short Vlog about that topic.

Once they are done, download the videos to the computer used to project the slides and show each video.

Debrief and discuss.

>>>

Session duration:

Time into session:

Key

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Specific directions to facilitator

EXERCISE – activity for participants

>>> = click to animate or advance

The next session addresses 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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EXERCISE – activity for participants

>>> = click to animate or advance

These bullets demonstrate how the 3 major generations deal with leadership and want to be led. We'll start with the Boomers

Go over the bullets on the next three slides to explain how each generation reacts to leadership. An optional technique is divide the participants into three groups, have each discuss one of the generations on the three slides and report back the 3 – 5 most important technique for leading that generation from the list.

>>>

Training Expectations and Norms

Traditionalists and Boomers	Gen X and Gen Y
Watching, reading listening	Doing, simulating, and engaging
Telling and testing	Conversation and application
Command and control	Peer-to-peer
People go to training	Training goes to people
Boring	Energizing
Appointment driven	On-demand
Check the box	Outside the box
Compliance	Commitment
Tactful	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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EXERCISE – activity for participants

>>> = click to animate or advance

Go through the different ways the generations learn, grouped in Traditionalist and Boomers in one column and Gen X and Gen Y in the other. Ask participants to discuss the differences between the two lists.

>>>

Ask participants to look at their training program, especially new employees. How do they meet the needs of each group? Are the training techniques engaging employees?

>>>

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			

Session duration:

Time into session:

Key

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Specific directions to facilitator

EXERCISE – activity for participants

>>> = click to animate or advance

Introduce participants to the tips for retaining the different generations. Discuss the two categories that are shown and the differences between the generations.

Ask participants to brain storm some ideas for retaining employees in each generation.

>>> Reveal the ideas under each categories and discuss.

>>>

Thank you

Key

Scripted key points to be covered

Specific directions to facilitator

EXERCISE – activity for participants

>>> = click to animate or advance

Thank participants for attending