**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 (cont)
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
The Golden Rule
Treat others as you would have them treat you

The Platinum Rule
Treat others as they want to be treated

Deep Dive into the Generations

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

- No one generation is better or worse than the other generations
- Changing your leadership approach is easier than changing the values developed over a lifetime

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

See all information in full slide show
Traditionalist
- Born 1922 – 1945
- Conformity
- Stability
- Upward mobility
- Security
- Respects authority

Getting to Know Each Generation
Getting to Know Each Generation

**Boomer**
- Born 1946 - 1964
- Personal and social expression

See all information in full slide show

Getting to Know Each Generation

**Generation X**
- Born 1965 - 1980
- Free agency and independence
- Street smarts
- E-mail
- Cynicism
- Work/life balance
Getting to Know Each Generation

Gen Y (aka Millennials)

See all information in full slide show

Getting to Know Each Generation

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

Boomer
- Born 1946 – 1964
- Personal and social expression
- Idealistic
- Questions authority
- Materialistic
- Workaholic

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

Gen Y (aka Millennials)
- Hope about the future
- Highly structured
- Instant everything
- Social activism, family centricity
- Demand for diversity

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?

Generations Statistics

In the workplace: Now

<table>
<thead>
<tr>
<th>Generation</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baby Boomers</td>
<td>59.1 million</td>
</tr>
<tr>
<td>Gen X</td>
<td>49.2 million</td>
</tr>
<tr>
<td>Gen Y</td>
<td>39.8 million</td>
</tr>
</tbody>
</table>

Traditionals 7.1 million
Generations Statistics

<table>
<thead>
<tr>
<th></th>
<th>Baby Boomers</th>
<th>Gen X</th>
<th>Gen Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>In the workplace: estimated 2015</td>
<td>59.1 million</td>
<td>56.7 million</td>
<td>62.5 million</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>47.6 million</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Where is Your Company?

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

<table>
<thead>
<tr>
<th></th>
<th>Traditionalist</th>
<th>Boomer</th>
<th>Gen X</th>
<th>Gen Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>National average</td>
<td>4.7%</td>
<td>38.6%</td>
<td>32.2%</td>
<td>24.7%</td>
</tr>
<tr>
<td>Total</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

By office:
- Office #1: [Insert percentage]
- Office #2: [Insert percentage]

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.

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, seeing that these three areas are being met?
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!

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?

The New Hierarchy

See all information in full slide show

Name That Generation!

1. Elizabeth Taylor
2. Magic Johnson
3. Sandra Bullock
4. Daniel Radcliffe
5. Gary Coleman
Attracting Generation X and Y

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

See all information in full slide show

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

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?

Communicating with the Generations
**Communication**

- **In person, meetings**
- **Relationship building, over coffee or lunch**
- **Business and relationships intertwined**
- **Mutual interests**
- **Link to vision, mission**
- **E-mail, voice mail**
- **Direct, immediate**
- **Time conscious**
- **No corporate-speak**
- **WIIFM**
- **Specific scope and deadlines**
- **Instant messaging, other social media**
- **Most important message – face to face or phone**
- **Be positive**
- **Tie message to goals**
- **No cynicism or sarcasm**
- **Don't be condescending**
- **Formal, memos**
- **Words and tone respectful**
- **Good grammar and diction**
- **No profanity or slang**

**Traditionalist**

- **Gen Y**
  - **Instant messaging, other**
- **Gen Boomer**
  - **In person, meetings**

**See all information in full slide show**

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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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**Who Delivers**

<table>
<thead>
<tr>
<th>Who Delivers</th>
<th>Venue</th>
<th>Audience</th>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Company Update</strong></td>
<td>CEO</td>
<td>Email and Town Hall</td>
<td>All Employees</td>
</tr>
<tr>
<td><strong>Business Line Update</strong></td>
<td>Business Line Leaders</td>
<td>Blogs, Tweets</td>
<td>Matrix Employees</td>
</tr>
<tr>
<td><strong>Sales, HR, Finance, etc.</strong></td>
<td>Function Head</td>
<td>Email / Meetings</td>
<td>All employees</td>
</tr>
<tr>
<td><strong>Department Update</strong></td>
<td>Line Managers</td>
<td>One on one meetings</td>
<td>Direct Reports</td>
</tr>
<tr>
<td><strong>Innovation Update</strong></td>
<td>All Employees</td>
<td>Email text Dept. meetings</td>
<td>Managers and above</td>
</tr>
</tbody>
</table>

**Sample of Communication Promise**

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**Social Media as a Communication tool**

- **Over 1.11 billion monthly active users**
- **751 million active users use mobile product**
- **Average user has 130 friends**
- **Average user spends 5 – 6 hours on the site per week**
- **75% of time on social networking**
- **Highest growth area for mobile users**
- **Over 359 million users (up from 62 million in 18 months)**
- **Fastest growing networking site** (reached 10 million in 16 days)
- **Over 550 million registered accounts**
- **Highest increase in use by 25 – 44 year olds**
- **163 billion tweets since beginning of Twitter**
- **Over 1 billion unique visitors per month**
- **Users spend a total of 6 billion hours per month (that's the equivalent of 684,931 years)**
- **100 hours of video uploaded each minute**
- **Over 200 million users**
- **2 new users every second**
- **64% of users outside the USA**
- **2.1 million LinkedIn groups**

**Note:** These stats are of 6-2013 from various Internet sources.
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

Social Media as a Communication Tool
Free Internal Social Media Tools

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

Social Media as a Communication Tool

Yammer Etiquette

See all information in full slide show
Social Media as a Communication Tool

Using Blogs to Communicate

- Schedule
- Use video & pictures
- Headlines that grab
- Personality

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

Social Media as a Communication Tool

Consistency
Brand
Vision

Success with your Blog

Social Media as a Communication Tool

Personality
Vision and themes

Success with your Vlog
Social Media as a Communication Tool

What is your Social Media Policy?

Who sets policy?

54% of CIOs from

See all information in full slide show

© Robert Half

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?

Leading the Generations

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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

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

Rewards and Recognition

- Available to everyone
- Delivered consistently
- Valuable

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

“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

- Seeks personal appreciation and recognition
- Tangible evidence of credibility (awards, certificates)
- Free time, upgraded resources, development opportunities
A Message from Gen Y

“We're working, really we are, but…

We don't need schedules — we'll get our work done without start and end times.

Facebook, Twitter, Gmail open on my computer screen? Not a problem!

My hair? My beard? My clothes? We don't always look like you (and that's okay).

Why does it surprise people that I've never had a summer job?

I wonder why texting my boyfriend at work is such an issue?

We’re working, really we are, but we do our best in a ROWE!”

Results
Oriented
Work
Environment

Name That Generation!

1. Barbara Walters
   Traditionalist

2. George W. Bush
   Boomer

3. Joe Montana
   Boomer

4. Dakota Fanning
   Gen Y

5. Justin Timberlake
   Gen X

6. Mary Lou Retton
   Gen X

Developing the Generations
Training Expectations and Norms

Traditionalists and Boomers  Gen X and Gen Y

See all information in full slide show

Exercise: Training for New Employees
When you get a new employee, how do you train them? What could you do differently?

Retaining the Generations

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
– Connect where possible
  • 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,
- Kids of Gen X (the younger ones)
- Highly connected at a rapid pace
- Remote access to all things electronic
- Globalization

See all information in full slide show

Name That Generation!
1. Mick Jagger
   Traditionalist
2. Jaden Smith
   "Un-named" Gen
3. Halle Barry
   Gen X
4. Noah Cyrus
   "Un-named" Gen
5. Isabelle Furman
   "Un-named" Gen
6. Scarlett Johansson
   Gen Y

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See all information in full slide show
Thank you