Welcome participants to the workshop and cover any housekeeping topics

>>>
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

Debrief after by letting each pair report back.

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.

>>>
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?

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.
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

>>>
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

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

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.
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

>>>
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.

>>>
The next session addresses leading the generations
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

<table>
<thead>
<tr>
<th>Traditionalists and Boomers</th>
<th>Gen X and Gen Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Watching, reading, listening</td>
<td>Doing, simulating, and engaging</td>
</tr>
<tr>
<td>Telling and testing</td>
<td>Conversation and application</td>
</tr>
<tr>
<td>Command and control</td>
<td>Peer-to-peer</td>
</tr>
<tr>
<td>People go to training</td>
<td>Training goes to people</td>
</tr>
<tr>
<td>Boring</td>
<td>Energizing</td>
</tr>
<tr>
<td>Appointment driven</td>
<td>On-demand</td>
</tr>
<tr>
<td>Check the box</td>
<td>Outside the box</td>
</tr>
<tr>
<td>Compliance</td>
<td>Commitment</td>
</tr>
<tr>
<td>Tactful</td>
<td>Strategic</td>
</tr>
</tbody>
</table>

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

---

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**

<table>
<thead>
<tr>
<th>Boomer</th>
<th>Generation X</th>
<th>Generation Y</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaders who get them involved and show them how they make a difference</td>
<td>Allow them to get the job done on their own schedule (even if unorthodox)</td>
<td>Connect their actions to personal and career goals</td>
</tr>
<tr>
<td>Seek personal appreciation and recognition</td>
<td>Free time, upgraded resources, bottom line results, development opportunities</td>
<td>Awards, certificates, tangible evidence of credibility</td>
</tr>
</tbody>
</table>

**Key**

**Scripted key points to be covered**

**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 brainstorm some ideas for retaining employees in each generation.

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

>>> >>>
Thank participants for attending