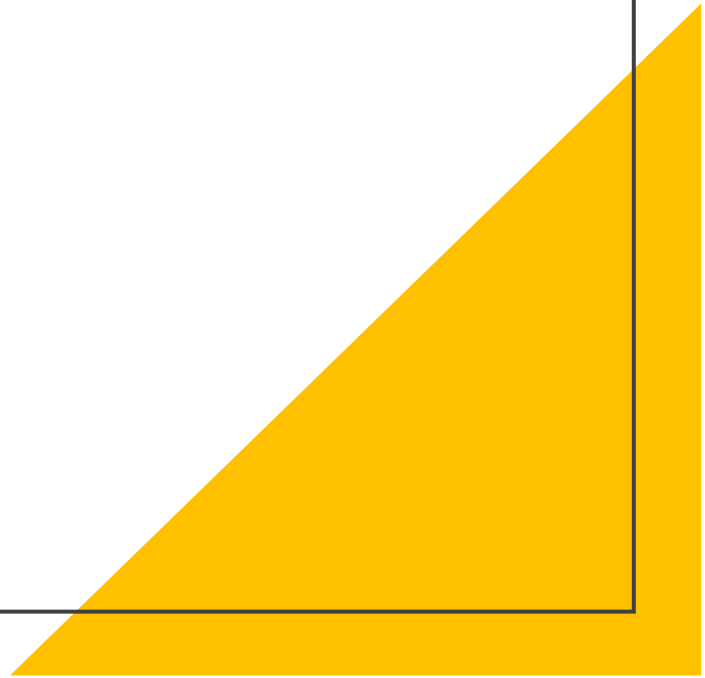# Unleashing the Power of Intergenerational Collaboration

Thriving together, rising higher™

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The world of work today

- 5 generations working together and doing business together.

- Technology has Increased the Generational divide.

- Change is constant.

The world of work today is complex with many moving pieces. When each generation brings their talents to work, their pieces of the puzzle so to speak, the big picture comes together.

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Five Generations Working Together

- Traditionalists (Silent Generation): Born 1925-1945 (Age 78-98)

- Baby Boomers: Born 1946-1964 (Age 58-76)

- Generation X: Born 1965-1980 (Age 42-57)

- Millennials (Gen Y): Born 1981-1996 (Age 26-41)

- Gen Z: Born 1997-2015 (Age 8-26)

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Each Generation has a Unique Worldview!

"The thoughts we build during our formative years are the foundation for our worldview. They color the way we live. Whatever we focused on the most while growing up influences our expectations and behavior today."

-Dr. Caroline Leaf, Neuroscientist

Experiences form our paradigm!

How we perceive reality.

Our expectations.

The Challenge!

According to a study by UNC Kenan-Flagler Business School, 75% of managers report that managing multiple generations is a REAL challenge!   And yet, most organizations do not have a strategy or plan for successfully leading multiple generations!

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Breakout Groups (5 minutes)

What are the greatest challenges you have experienced working with people from other generations?

Discuss. Choose a spokesperson to share your input with the group.

The experiences that matter most in defining our views of the world.

- Parenting Style
- Education
- Economic Climate
- Technology
- Historical/World Events

Which of these is the most influential?

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Generational Understanding and Empathy!

"When we understand other generations, we will quit judging them and start learning from them."   Hayden Shaw, Generational IQ

Understanding begins with an attitude of curiosity!

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Understanding Older Generations

"History is not simply a study of the past, it's an explanation of the present."   Professor Paul Hunham (Paul Giamatti), *The Holdovers*

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Traditionalist (Silent) Generation
1925-1945 (78-98)

Baby Boomers
"The original Screen addicts!"

Gen X

Millennials

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Gen Z (Zoomers)

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Major life events are happening later.

Life stage

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Work Expectations

- Traditionalists: Work to Provide

- Baby Boomers: Live to Work

- Generation X: Work to Live

- Millennials: Work should have purpose

- Generation Z: Work for the Greater Good

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Leadership

- Traditionalists: Authoritative, Command and Control

- Baby Boomers: Used to Authoritative, Accepting poor leadership, prefer cooperative leadership

- Gen X: Prefer styles that are autocratic, directive, task-oriented and transactional

- Millennials: Prefer styles that are democratic, participative, relationship-oriented and transformational

- Gen Z: Prefer coaching style leadership, should inspire and engage and should communicate well and with empathy.

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Adjust Your Lens

- Let's go back to our list of frustrations we have with people from different age groups.

- Consider your first interpretation or impression.

- Is there an alternative interpretation that perhaps you hadn't considered?

5 Minute Breakout Group.

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Benefits of an Intergenerational Workplace

"Organizations that include people from every generation are more innovative. In fact, 89% of talent professionals agree that a multigenerational workforce makes their company more successful."

(Global Talent Trends, LinkedIn)

What are some benefits you have experienced working with people from other generations or age groups?

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Volunteers!

How are you recruiting and retaining volunteers from each generation?

Traditionalists

Recruit

- Offer Mentoring Opportunities
- Post opportunities in paper or in community centers
- Be mindful of scheduling
- Offer opportunities that don't require use of technology

Volunteernh.org

Retain

- Don't offer too much feedback
- Communicate on the phone or through mail
- Don't require them to use technology or social media
- Make them feel that their knowledge is sought and needed
- Let them mentor younger generations

Boomers

Recruit

- Emphasize impact on the community
- Emphasize skills needed
- Create Leadership opportunities
- ==Communicate how their expertise is desired and needed==.
- Emphasize organization's values and impact on people

Volunteernh.org

Retain

- Give boomers more responsibility
- Develop opportunities for boomers to direct or lead
- Invite them to do trainings or presentations
- ==Publicly recognize their accomplishments==
- Provide work that allows them to use their expertise or skills

Generation X

Recruit

- Offer diverse work experiences
- Offer Challenging positions
- <mark>Offer opportunities to create, develop or expand projects</mark>
- Sell the opportunity on the merits of what the position can offer them professionally
- Offer Goal oriented tasks
- <mark>Provide flexibility</mark>

Retain

- Let them take the lead
- Provide independence and freedom to innovate or drive a project
- Don't micromanage!
- Communicate vis social media, email and phone
- <mark>Respect their time!</mark>
- Provide timely feedback

Volunteernh.org

Millennials

Recruit
- <mark>Strong social media presence</mark>
- Create mission focused opportunities
- <mark>Be flexible-provide multiple shift opportunities</mark>
- Be diverse-provide many different activities and tasks
- Group or team activities offer direction and support

Volunteernh.org

Retain
- <mark>Provide opportunities that have "meaning" for the individual</mark>
- Emphasize their ability to "make a difference"
- Use technology to deliver info
- Communicate clear objectives
- Provide structure and support
- <mark>Recognize them on social media</mark>

Gen Z

Recruit

- Strong social media presence
- ==Videos (YouTube)==
- ==Offer micro-volunteering==
- Link to charity
- ==Virtual or remote volunteering==
- Implement Volunteer Management software

Retain

- Show on social media
- ==Use mobile apps==
- Flexibility and independence
- Encourage multi-tasking
- ==Connect to greater cause==

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Creating Awareness: Traditionalists

Media: TV, print, radio, direct mail.

Content: Simple, straightforward using imagery that relates to their age group.

Value: family, community and respect.

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Creating Awareness with Boomers

Media: Traditional advertising, print, radio and TV, social media (primarily Facebook)

Content: Enjoy loyalty programs, simplistic, easy-to- understand content

Value: loyalty, in person events, networking

Wealthiest Generation

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Creating Awareness with Gen X

Media: Traditional advertising, word of mouth, email and social marketing

Content: Honest and clear messaging, clear path to attending, customer service, incentives (discounts, freebies and coupons)

Values: reviews from others, nostalgia, technology, transparency, family experiences, convenience

Looking for value.

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Creating Awareness with Millennials

Media: User-generated content, word-of-mouth, multichannel, influencer marketing, social media marketing, digital marketing

Content: Authentic, supports a cause, good monetary value

Values: Social and Environmental causes, experiences, self-expression

Want to effect change and make a difference.

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Creating Awareness with Gen Z

Media: Influencer marketing, reviews, videos, TikTok, Instagram, Snapchat, YouTube, social selling

Content: Testimonials, personalized content, short videos, social and economic causes

Values: Collective good and well-being, freedom of expression

Link to a cause they believe in.

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Summary

1. Every generation uses social media.

2. Recruit volunteers of each generation to reach their peers.

3. Connect to your unique community.

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Live Events Bring Generations Together

"Nearly 8 out of 10 adults want to spend more time with people outside their age group."

"92% of Americans believe intergenerational activities can help reduce loneliness across all ages."

Generations United (gu.org)

Recap!

What has been most helpful about this presentation?

Is there anything you would like more information about?

Unleashing the Power of Intergenerational Collaboration!

"Generational differences are real, and so are the differences we experience at each life stage. However, regardless of age or generation, we are more alike than we are different."
(Strategies for Generational Inclusion at Work)

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