



THE GENERATIONAL JIVE

Presenters



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INTRODUCTION



Objectives

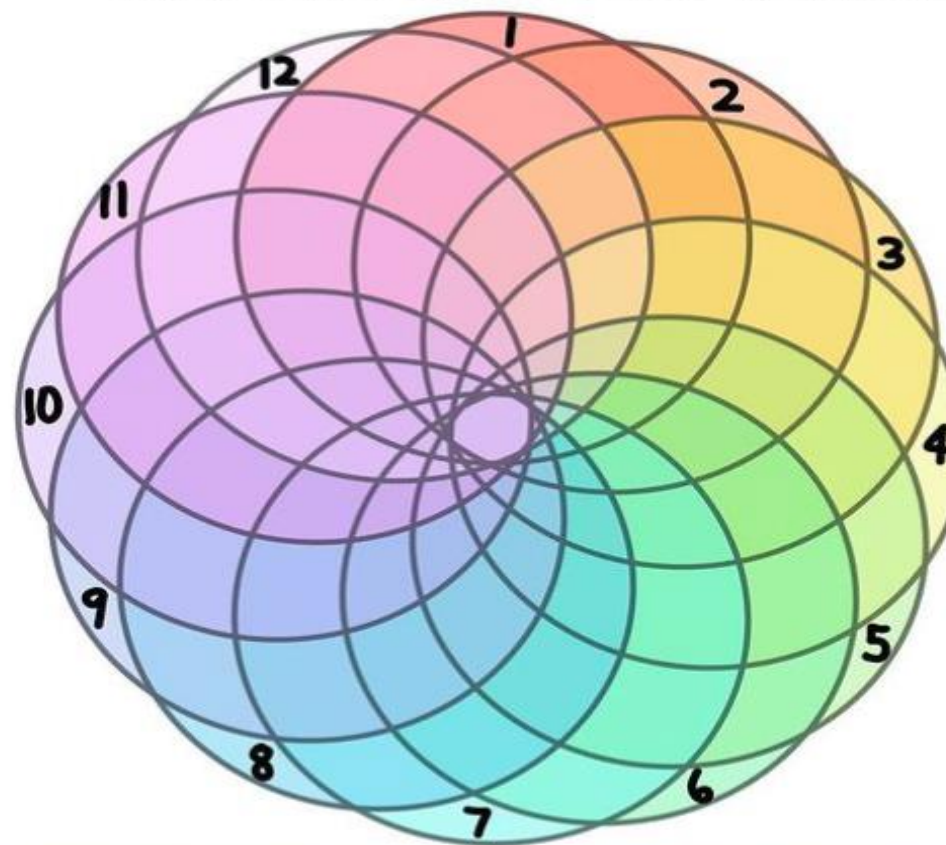
- Recognize the common characteristics of the different generations in the workforce.
- List different communication styles and the strengths/preferences of each generation
- Identify the best ways to manage communication between the various generations to promote satisfaction and harmony.
- Provide perspectives from both the learner and mentor roles from each generation.
- Articulate tangible actions that they may bring back to their organizations and implement to increase effective inter-generational communication.





INTERSECTIONALITY

A note
before we
begin...



- 1 Race
 - 2 Ethnicity
 - 3 Gender identity
 - 4 Class
 - 5 Language
 - 6 Religion
 - 7 Ability
 - 8 Sexuality
 - 9 Mental health
 - 10 Age
 - 11 Education
 - 12 Attractiveness
- (...and many more...)

Intersectionality is a lens through which you can see where power comes and collides, where it locks and intersects. It is the acknowledgement that everyone has their own unique experiences of discrimination and privilege.

– Kimberlé Crenshaw –

@sylviaduckworth



GENERATIONAL CHARACTERISTICS

What are generations?

- Different areas of the world define generations differently
- Generations are clues, not absolutes
- Clues on how you lead, communicate, and learn.
- These generational stereotypes can be a self-fulfilling prophecy
- “A” conversation vs. “THE” conversation.
- We are so much more similar than different
- Meet people where they are
- Generational agnostic – culture eats strategy for breakfast (Peter Drucker)





Builders
Born: 1925-1945



Baby Boomers
Born: 1946-1964



Generation X
Born: 1965-1979



Generation Y
Born: 1980-1994

(Millennials)



Generation Z
Born: 1995-2009



Gen Alpha
Born: 2010-2024

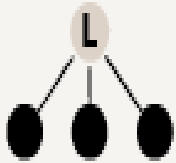
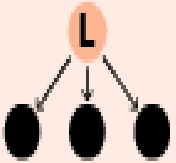
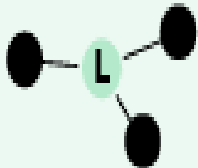
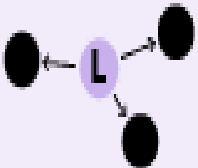
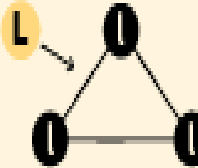
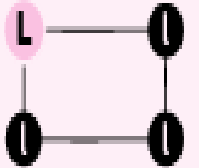
The Generations

SOME GENERATIONAL CHARACTERISTICS

(Millennials)						
Category	Builders Born: 1925-1945	Baby Boomers Born: 1946-1964	Generation X Born: 1965-1979	Generation Y Born: 1980-1994	Generation Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Slang terms	 We prefer proper English if you please	 Be cool Peace Groovy Way out	 Dude Ace Rad As if Wicked	 Bling Funky Doh Foshizz Whassup?	 🔥 Fam GOAT Slay Yass queen	 lit yeet hundo oof rn idrc
Social markers	World War II 1939-1945	Moon landing 1969	Stock market crash 1987	September 11 2001	GFC 2008	COVID-19 2020
Iconic cars	 Model T Ford Final, 1927	 Ford Mustang 1964	 Holden Commodore 1978	 Toyota Prius 1997	 Tesla Model S 2012	 Autonomous vehicles 2020s
Iconic toys	 Roller skates	 Frisbee	 Rubix cube	 BMX bike	 Folding scooter	 Fidget spinner
Music devices	 Record player LP, 1948	 Audio cassette 1962	 Walkman 1979	 iPod 2001	 Spotify 2008	 Smart speakers Now

GENERATIONAL LEADERSHIP



Category	Builders Born: 1925-1945	Baby Boomers Born: 1946-1964	Generation X Born: 1965-1979	Generation Y Born: 1980-1994	Generation Z Born: 1995-2009	Gen Alpha Born: 2010-2024
Leadership style	 Controlling	 Directing	 Coordinating	 Guiding	 Empowering	 Inspiring
Ideal leader	Commander	Thinker	Doer	Supporter	Collaborator	Co-creator
Learning style	Formal	Structured	Participative	Interactive	Multi-modal	Virtual
Influence Advice	Officials	Experts	Practitioners	Peers	Forums	Chatbots
Marketing	Print (traditional)	Broadcast (mass)	Direct (targeted)	Online (linked)	Digital (social)	In situ (real-time)

Baby Boomers

Generation X

Generation Y

Generation Z

Generation Alpha

1950

1960

1970

1980

1990

2000

2010

2020

Used to learn new skills (daily)



22%

Websites



18%

Books



14%

YouTube

Words used to describe themselves



72%

Dependable



58%

Independent



51%

Resilient

Qualities valued in a leader



71%

Clear communication



71%

Integrity



68%

Approachable

Most important when considering a new job



74%

Convenient location



73%

Remuneration



69%

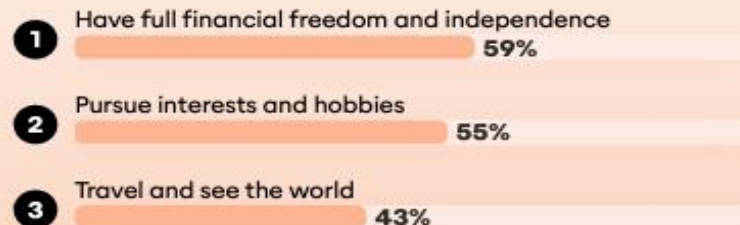
Accessible and approachable leadership

Baby Boomers

Born 1946-1964



Top hopes



Top fears



Influential movies



Sound Of Music



Grease



Gone With The Wind

Global population and workforce %

Builders Boomers X Y Z Alpha



Baby Boomers

Generation X

Generation Y

Generation Z

Generation Alpha

1950

1960

1970

1980

1990

2000

2010

2020

Used to learn new skills (daily)

35%
Websites27%
YouTube16%
Instagram

Words used to describe themselves

58%
Dependable57%
Independent51%
Resilient

Qualities valued in a leader

70%
Approachable64%
Clear communication60%
Integrity

Most important when considering a new job

71%
Remuneration70%
Accessible and approachable leadership69%
Convenient location

Gen X

Born 1965-1979



Top hopes

- 1 Have full financial freedom and independence 66%
- 2 Travel and see the world 55%
- 3 Pursue interests and hobbies 54%

Top fears

- 1 I won't have enough money to live comfortably 67%
- 2 Suffering a long term illness 51%
- 3 Not reaching my full potential 25%

Influential movies



Star Wars



Grease



ET

Global population and workforce %

Builders Boomers X Y Z Alpha



Baby Boomers

Generation X

Generation Y

Generation Z

Generation Alpha

1950

1960

1970

1980

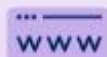
1990

2000

2010

2020

Used to learn new skills (daily)



42%

Websites



41%

YouTube



38%

Instagram

Words used to describe themselves



52%

Independent



46%

Generous



44%

Dependable

Qualities valued in a leader



60%

Clear communication



59%

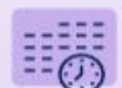
Approachable



55%

Integrity / Accountability

Most important when considering a new job



73%

Flexible working hours



72%

Convenient location



72%

Accessible and approachable leadership

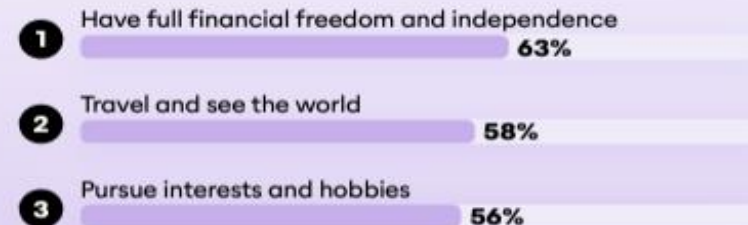
Gen Y

Born 1980-1994

MILLENNIALS



Top hopes



Top fears



Influential movies



Titanic



Harry Potter



Lion King



Global population and workforce %

Builders Boomers X Y Z Alpha



Baby Boomers

Generation X

Generation Y

Generation Z

Generation Alpha

1950

1960

1970

1980

1990

2000

2010

2020

Used to learn new skills (daily)



48%

TikTok



46%

Instagram



42%

YouTube

Words used to describe themselves



51%

Independent



48%

Determined



46%

Creative

Qualities valued in a leader



58%

Approachable



57%

Clear communication



57%

Empathy

Most important when considering a new job



75%

Accessible and approachable leadership



69%

Learning and development opportunities



67%

Career progression opportunities

Gen Z

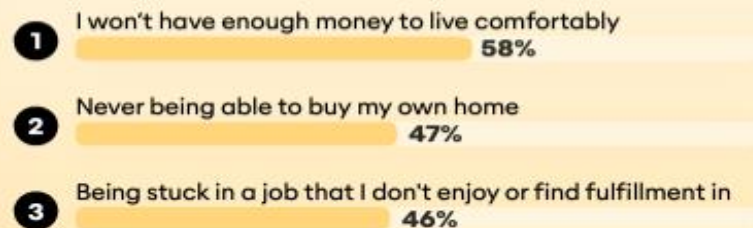
Born 1995-2009



Top hopes



Top fears



Influential movies



Harry Potter



Shrek



Toy Story

Global population and workforce %

● Builders
 ● Boomers
 ● X
 ● Y
 ● Z
 ● Alpha



GENERATION-DEFINING EVENTS

Baby Boomers

Born: 1946-1964



Be cool

Peace

Groovy

9/11

JFK Assassination
Vietnam War
Obama Election
Moon Landing
The Tech Revolution
Civil Rights Movement
Fall of the Berlin Wall
MLK Assassination
Gulf War

Generation X

Born: 1965-1979



Dude

Ace

Rad

As if

9/11

Obama Election
Fall of the Berlin Wall
The Tech Revolution
COVID-19 Pandemic
Gulf War
War in Iraq
Challenger Disaster
Gay Marriage
Hurricane Katrina
Columbine Shooting
Orlando Pulse Shooting
Oklahoma City Bombing

Generation Y

Born: 1980-1994



Bling

Funky

Doh

Foshizz

9/11

Obama Election
COVID-19 Pandemic
Climate Change
War in Iraq
Gay Marriage
The Tech Revolution
Orlando Pulse Shooting
Hurricane Katrina
Columbine Shooting
Capture of Bin Laden
Sandy Hook Shooting
Boston Marathon
Bombing
Global Financial Crisis

Generation Z

Born: 1995-2009



🔥

Fam

GOAT

Slay

COVID-19 Pandemic

Climate Change

Ubiquity of Smartphones

Global Financial Crisis

Parkland Shooting

Uvalde Shooting

Orlando Pulse Shooting

Boston Marathon Bombing

War in Iraq

Trump Election

Murder of George Floyd

GENERATIONAL Communication Styles*

**The styles discussed are stereotypes and generalities made through formal and informal research.*

Baby Boomer Communication Characteristics

- Grew Up With Formal Communications
 - Writing letters
 - Communications were slower
 - United State Postal Service (USPS)
 - Typewriters
 - Printed communications
- Landline and rotary dial telephones
 - Eventually FAX machines were added
- Prefers in-person and phone communications
- "Forced" to use video communications during COVID-19
- Social media platforms are not their "thing"
- Microsoft Teams and Slack are foreign
- Values respect and tradition
- Rely on their life experiences to mentor others



Generation X Communication Characteristics

- First to experience Digital Technology
 - Word Processors
 - Eventually personal computers
 - Email and the internet
- Wireless Phones for landlines
- First generation cell phones
 - How can a person text using only 160 characters?
- Microsoft and the many software platforms
- Prefers phone communications and email
- Used Social Media but has lost interest
- Values shared responsibility
- Address needs and offers help
- If there are misunderstandings, likely get up and go chat in a cubicle
- Embraced video conferencing and prefers scheduled in-person meeting times



Millennial (Generation Y) Communication Characteristics

- Embraces texting and chatting electronically
 - Slack, MS Teams
- Ensure opinions are represented and able to leave an impression
- Understands the value of video communications
 - Typically keeps cameras off
- Values self-expression and expressing themselves
- Team environment and buy-in is important
- Second Generation Cell Phone
 - No Smartphone while in school
 - Texting became easier
 - Group Chats
 - Using abbreviations (BTW, LOL, ICYMI)
 - Using headphones and speakers to talk
- Smartphone eventually for everything but talking



Generation Z Communication Characteristics

- Communications and information became instantaneous
 - World at the fingertips through Smartphone technology
 - No waiting for letters
 - FaceTime for Video Communications
- Video Communications in personal life
 - Solutions can be digitally crowd-sourced
 - Values direct and fun communications
 - Get right to the point
 - Prefers Face-to-Face meetings at work





Managing Communications

What is the **Key** to
Communication?



Listening

Why is listening key?

- Provides perspective
- Offers a sense of belonging
- Enriches workplace relationships
- Reduces conflicts and misunderstandings
- Builds trust
- Promotes humility
- Improves psychological safe environments
- Generally, enhances the conversations

*In a 2018 study, Microsoft found the attention space of people who **frequently** use social media is about **eight** seconds.*



What is a Psychologically Safe Environment?



- Allows interpersonal workspaces to...
 - Express thoughts, ideas and solutions
 - Ask questions and for help
 - Admit mistakes openly
 - Share without negative consequences
 - Challenge each other constructively
- Fosters a culture of...
 - Innovation
 - Creativity
 - Collaboration
 - Contribution

Listen Actively

- Be present, remember details, give feedback
- Show empathy
- Practice patience
 - Avoid interrupting and judgement
- Provide active silence
 - Evaluate what was said
- Paraphrase and reflect
 - Fully understand what was said
 - Ask open-ended questions
- Listen beyond words (body language, facial expressions, tone of voice)
 - Use your facial expressions and body language

**THE ART OF
LISTENING**



Four Types of Listeners:

1. **Non-listener** - Makes no effort to hear what is said. Blank stare. Often interrupts and has the last word.
2. **Marginal listener** - Superficial listener. Makes comments like "yeah" and "uh-huh" and looks for opportunities to be distracted.
3. **Evaluative listener** - Logical and unemotional. Evaluates strictly on words spoken and not the tone or body language.
4. **Active Listener** - Takes effort. Pays full attention with the goal of understanding thoughts and feelings. Suspends their own thoughts and feelings.



Put the cell phone away and clear out distractions:

In-person meetings

Check-in and 1:1 meetings

Crucial conversations

Team meetings

Teams and Zoom calls

Easy to miss something

Use video and make eye contact



MENTORING AND LEARNING ACROSS GENERATIONS

It's important to note that while these are general trends, individual learning styles can vary widely within any generation.



Mentoring Baby Boomers



What are they looking for

- Seek innovative ways to work, handle responsibilities and deal with new roles.
- Drawn to mentoring to share subject matter expertise and experience
- Value individual achievement, recognition and feedback



What they expect

- Being challenged
- Contribute fresh ideas and offered new opportunities
- Receive clear communication without techno-jargon
- Make personal and professional connections
- Respected by a collaborative partner

Mentoring Generation X



What are they looking for

- Work/Life Balance
- Provide challenges and dislike micromanagement
- Feedback on performance and recognition
- Good at multitasking and can process information simultaneously



What they expect

- Receive clear expectations
- Enjoys trusting and collegial relationships
- Encourage to be creative and take initiative
- Opportunities to demonstrate competence
- Recognized for achievements, both personal and professional

Mentoring Millennials



What are they looking for

- Growth and development is a priority
- Eager to help others and learn for themselves
- Prefer positive, collaborative, and achievement-orientated mentees
- Be taken seriously as a mentor



What they expect

- To be asked for opinions and thinking
- Values for experience and perspective
- Hear the truth
- Challenged and asked to "think outside of the box"
- Receive regular feedback along with affirmation and praise

Mentoring Generation Z



What they are looking for:

- Recognize their skills
- Authentic, accessible and adaptable environment
- Exposure to new opportunities and connections
- Trust and respect
- Leverage and use technology and digital resources



What they expect:

- Guidance to gain practical insight and learn critical skills
- Being challenged and given assignments that allow growth of skills
- Listened and acknowledged
- Ask open-ended questions
- Empathy and support

LEARNING for Generation Z



- Assimilating learning style – combine abstract conceptualization and reflective observation
- Tech-savvy approach
- Interactive, hands-on activities, apply to the real-world situations
- Learn by doing and prefers active learning environments
- Thrives in challenging full-immersive educational experiences
- Work through problems and test their knowledge
- Higher preference towards more structure and reflective styles

LEARNING for Millennials

- Informal learning, optimistic
- Expects interaction and entertainment
 - Have fun or get through the information quickly
- Trust authorities who understands and appreciates their values and preferred communication tools
- Will question, tease and banter with authorities
- Believes the world is fixable and looking for the proof of what works
- Moved around and learned through activities since preschool
 - Get beyond the PowerPoint and the manual
- Will talk about anything
- Does not mind to learn online if it is interactive and quick
- Communicate through visuals (videos, illustrations, graphics, etc.)



LEARNING for Generation X

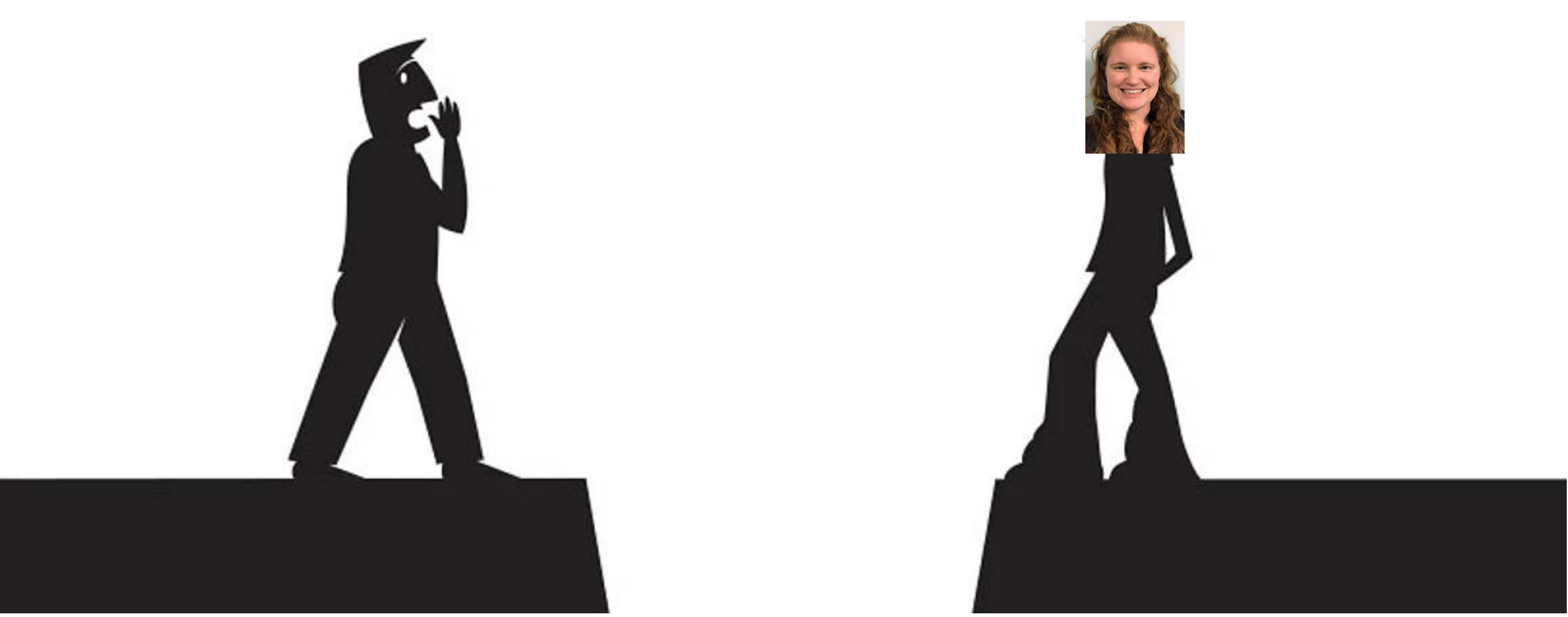


- Prioritize self-directed learning and reality driven
 - Does it fit in the “real world”
- Learn as schedules allow and setting the pace
- Can scan five websites in 15 minutes looking for relevant information
 - Give Gen Xers useful stuff
- Will question authorities
 - Why have ground rules? Doesn’t everybody know the expectations?
- Loses attention if the topic is boring to them
 - Notice when the Gen Xers pull out their laptops. This is a sign the topic is not relevant.
 - Ten-minute windows for relevant and practical information
- Ask the hard questions when they come up
 - Don’t wait for the “parking lots” to answer the questions or address the ideas
- FYI ~ Generation Xers are least like lists comparing different generations

LEARNING for Baby Boomers

- Transformational and tactile learning
 - Books, handouts, and brochures
- Prefers personally-focused learning structure
- Classrooms are an effective setting
 - Favor in-class participation reflection, discussions, and feedback
- Can sit for longer amounts of time, especially if they are able to participate and add to the discussion
- Appreciates “ground rules” and “parking lots”
- Likes laws, principles, and getting things right
- Wants to have things work out to the point of okay
- There are some topics should be discussed later





Generational Gap or a Communication Gap?

What does it take to close communication gaps?

- Listening
- Empathy
- Perspective
- Psychological Safety





Review

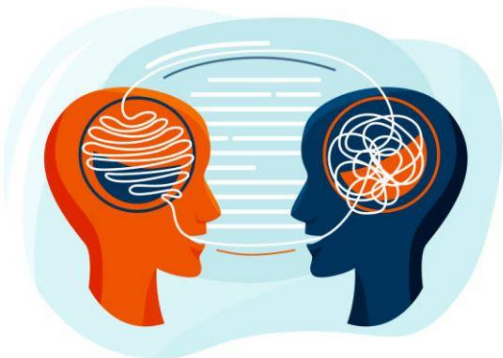
- Generations are clues, not absolutes
 - Clues on how you lead, communicate, and learn.



Generations are shaped by the world with which they interact and by shared collective events and experiences.



- Take the time to review generational tendencies if there is workplace tension
- Evaluate if there is a generational gap and/or a communication gap.



- **MOST IMPROTANTLY, REMEMBER TO LISTEN**

Questions?



salamat DAKUJEM Teşekkür ederim SUWUN
धन्यवाद GRACIAS ASANTE TAKK HVALA mersi TAK hvala salamat
TAKK HVALA mersi
Ευχαριστώ 감사합니다 GRAZAS kiitos merci
GRAZZii DANKE salamat TAKK MAHALO
Paxmet Thank You arigato
kiitos ARIGATO takk
SUWUN धन्यवाद HVALA GRAZIE DAKUJEM
MERCi teşekkür ederim mahalo GRACIAS kiitos hvala TAKK
SUWUN
ありがとう DANKE GRAZAS
Благодарам TAKK ASANTE 多謝 salamat SUWUN
grazie SALAMAT
спасибо



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