Communication Within
Why is it so difficult?

For the first time in History....
Four Generations in the workplace
At the same time!

If you were born....
1945 or earlier Traditionals
1946 - 1964 Boomers
1965 - 1976 Generation X’ers
1977-1990 (or beyond) Generation Y or Millennials

1945 or earlier
Traditionals
1946 - 1964
Boomers
1965 - 1976
Generation X’ers
1977-1990 (or beyond) Generation Y or Millennials
**Workforce Today**

- Traditionals: 15%
- Boomers: 50%
- Gen X’ers: 30%
- Millennials: 5%

**Anticipated Changes?**

**Question Communication**

The single largest problem in any practice........

Why?

**We remember**

- 10% of what we read
- 20% of what we hear
- 30% of what we see
- 50% of what we see and hear
- 70% of what we discuss with others
- 80% of what we personally experience
- 95% of what we teach others

**Things that Influence us**

The way that we communicate is dictated by the culture in which we grew up..... [F]
What influences us?
- historic events
- attitudes
- behaviors
- expectations
- habits
- motivational buttons

Traditionals
- Respect their values & beliefs which are probably much more Conservative than yours
- Loyal - Respectful
- Several wars – everything changed
- Most have worked very hard jobs

What Happened?
- Influential Events
  - WW II
  - Atomic Age
  - Rock and Roll
  - What else???

Boomers
- Influences
  - First Nuclear Power Plant
  - Viet Nam War
  - Civil Rights Act
  - Moon landing
**Boomers**
- Very strong work ethic
- Opt for a reasonable approach
- Compromise
- Pre-technology had to learn
- Largest group in work force
- Most educated

**Gen X’ers**
- Influences?
- Rise of the PC
- Desert Storm
- Valdez Oil Spill
- Economic Uncertainties

**Gen X’ers**
- Value efficiency
- Want a balance with work and personal life
- Independent
- Resilient
- Adaptable

**Millennials**
- Influences?
- Google
- Columbine
- Social Media
- Parental Relationships
Millennials
Lots of energy
Technology - an integral part
Active Social Lives
Want to prove themselves
Very open minded
Go Getters want to move forward
Quickly! Specific Instructions

Conceptions
the way in which something is perceived or regarded

Millennials
No memory of a sound economy
Always been at war
Future is Uncertain
Goal oriented
Unknowns
YOU SENT ME A HATE-MAIL VALENTINE AND A CRUMMY BUNCH OF DEAD FLOWERS!

SO HERE'S A VALENTINE FOR YOU, YOU INSENSITIVE CLOT!

A VALENTINE AND FLOWERS! HE LIKES ME! SHE NOTICED! SHE LIKES ME!

TABLET
Traditionals
X’ers & Millennials
Take Aways?
We are all Different
We need to respect others view points
Strengths and Weaknesses

What About Teams?
Every member contributes
Take advantage of the synergies!
Communication Challenges

SHOULD YOU COMMUNICATE BASED ON GENERATIONAL BACKGROUNDS?

YES [✓] NO [-] Very Carefully...

Learn to communicate with the different generations and you can eliminate many major confrontations and misunderstandings in the workplace and world of business.

HOW?

GENERATIONS

1  2  3  4
Exercise in Communication Techniques

Pick a Partner (A & B)

Identify their Generation (to yourself)
Describe the gift box
Don’t tell them what is inside

Partner opens box
Describes to you what is in the box
Tells you why they are delighted with the gift
Pre-conceived notion of what was in the box
“B” had a slight advantage
This forced “A” to make an adjustment

Communication?
Was this a good exercise?
Why or Why Not?
Tell me about your communication......

Traditionals
Boomers
Gen X’ers
Millennials

Report Card

<table>
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<tr>
<th>COURSE</th>
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<td>Spanish</td>
<td>112</td>
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</table>

G.P.A. 4.2!
EVERYONE GETS A TROPHY!

The team finished dead last!

CORE VALUES

TRADITIONALS
Respect for authority
Conformers
Discipline

BOOMERS
Optimism
Involvement

GEN X'ers
Skepticism
Fun
Informality

MILLENNIALS
Realism
Confidence
Extreme Fun
Social

FAMILY

TRADITIONALS
Traditional
Nuclear

BOOMERS
Disintegrating

GEN X'ers
Latch Key
Kids

MILLENNIALS
Merged Families

EDUCATION

TRADITIONALS
A Dream

BOOMERS
A Birthright

GEN X'ers
A Way to Get
There

MILLENNIALS
An Incredible
Expense
COMMUNICATIONS MEDIA

TRADITIONALS
Rotary Phones
One-on-one
Write a Memo

BOOMERS
Touchtone Phones
Call me Anytime

GEN X’ers
Cell Phones
Call me only at work

MILLENNIALS
Internet
Picture phones
E-mail
Texting

DEALING WITH MONEY

TRADITIONALS
Put it Away
Pay Cash

BOOMERS
Buy now,
Pay Later

GEN X’ers
Cautious
Conservative
Save, Save,
Save

MILLENNIALS
Earn to Spend

TRADITIONALS
HOW WILL YOU INCENTIVIZE THEM ?
SATISFACTION IN A JOB WELL DONE
WHAT KIND OF FEEDBACK WORKS ?
NO NEWS IS GOOD NEWS !

TRADITIONALS
WHAT MESSAGE MOTIVATES THEM ?
YOUR EXPERIENCE IS RESPECTED
WHAT IS THEIR STYLE ?
INDIVIDUAL !
**BOOMERS**

**How will you incentivize them?**

- **Title**
  - Recognition

- **What kind of feedback?**
  - Don't necessarily want it!

**Gen X’ers**

**How will you incentivize them?**

- **Freedom is the best reward**

- **What kind of feedback?**
  - They crave it!

**What message motivates them?**

- **You are valued - You are needed**

**What is their style?**

- Team player

**Gen X’ers**

**What message motivates them?**

- Do it your way

- **Forget the rules**

**What is their style?**

- Entrepreneurial
The physicians in the practice have mandated that all will wear uniforms at work. In order to see that everyone is happy with the outcome, you put together a multigenerational team to investigate the possibilities and make recommendations to management so that a policy can be written.
The deadline comes and nothing has happened….

What do you do?

1. Disband the team and make a decision yourself as to what will be worn and write the policy?
2. Disband the team and appoint a new one with the same mission?
3. Meet with the original team and mandate that they get it done by a new deadline?
4. Go back to the physicians and explain that it has not gone well and they perhaps should re-consider?

Why do you suppose the problems occurred?

What could you have done to avoid this?

COMMUNICATION……..

The single biggest problem in communication is the illusion that it has taken place.

George Bernard Shaw
The more elaborate our means of communication, the less we communicate.

How can we be sure that communication has actually taken place?

To effectively communicate, we must realize that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.

The Bottom Line

In order to be a success at your job, you must be able to communicate.... effectively!
The Bottom Line

Communication has become much more difficult in the past 10-15 years.

The Bottom Line

It is imperative that you be willing to look at things through the other person's eyes.

The Bottom Line

You must consider approaching people on a level where they will feel comfortable.

The Bottom Line

When assigning duties or hiring for new positions, understand where they are coming from and make every effort to assign them to a role where they will be fulfilled.
### Core Values
- **TRADITIONALS**: Respect Authority, Conformers, Discipline
- **BOOMERS**: Involvement, Optimism
- **GEN X’ERS**: Informality, Skepticism, Fun
- **MILLENNIALS**: Extreme Fun, Realism, Confidence, Social

### Family
- **TRADITIONALS**: Traditional
- **BOOMERS**: Nuclear
- **GEN X’ERS**: Disintegrating
- **MILLENNIALS**: Latch-key kids, Merged Families

### Education
- **TRADITIONALS**: A Dream
- **BOOMERS**: A Birthright
- **GEN X’ERS**: A way to get
- **MILLENNIALS**: An Incredible Expense

### Communication Media
- **TRADITIONALS**: Rotary Phones, One-on-one, Write a memo
- **BOOMERS**: Touch-tone phones, Call me Anytime
- **GEN X’ERS**: Cell Phones, Call me only at Work
- **MILLENNIALS**: Internet, Smart Phones, Email, Texting

### Dealing with Money
- **TRADITIONALS**: Put It Away, Pay Cash
- **BOOMERS**: Buy now, pay later
- **GEN X’ERS**: Cautious, Earn to Spend
- **MILLENNIALS**: Earn to Spend

### Work Ethic
- **TRADITIONALS**: Hard Work, Respect Authority, Sacrifice, Duty before fun, Adhere to the rules
- **BOOMERS**: Workaholics, Work efficiently, Crusading causes, Personal Fulfillment, Desire Quality, Question Authority
- **GEN X’ERS**: Eliminate the task, Self reliance, Want Structure & direction, Skeptical
- **MILLENNIALS**: What’s Next, Multitasking, Tenacity, Entrepreneurial, Tolent, Goal Oriented

### Messages that Motivate
- **TRADITIONALS**: Your experience is respected
- **BOOMERS**: You are valued
- **GEN X’ERS**: Do it your way
- **MILLENNIALS**: You will work with other bright, creative people

### Work and Family Life
- **TRADITIONALS**: No Balance
- **BOOMERS**: Me’er the two will meet
- **GEN X’ERS**: Balance
- **MILLENNIALS**: Balance

### Leadership Style
- **TRADITIONALS**: Directive, Command & Control
- **BOOMERS**: Consensual, Collegial
- **GEN X’ERS**: Everyone is the same, Challenge Others, Ask Why
- **MILLENNIALS**: TBD

### Interactive Style
- **TRADITIONALS**: Individual
- **BOOMERS**: Team Player
- **GEN X’ERS**: Loves to have mtgs
- **MILLENNIALS**: Participative

### Communications
- **TRADITIONALS**: Formal Memo
- **BOOMERS**: In person
- **GEN X’ERS**: Email voice mail
- **MILLENNIALS**: Direct – Immediate

### Feedback & Rewards
- **TRADITIONALS**: No news is good news, Satisfaction in a job well done
- **BOOMERS**: Don’t appreciate it, Money, Title Recognition
- **GEN X’ERS**: Sorry to interrupt, but how am I doing?, Freedom is the best Reward
- **MILLENNIALS**: Whenever I want it, at the push of a button, Meaningful Work

### Work Era

<table>
<thead>
<tr>
<th>Era</th>
<th>TRADITIONALS</th>
<th>BOOMERS</th>
<th>GEN X’ERS</th>
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50 most used texting shortcuts

Top 50 Most Popular Text Terms used in Business

NRN - No Reply Necessary
NSFW - Not Safe For Work
NWR - Not Work Related
OTP - On The Phone
P&C - Private & Confidential
PDOMA - Pulled Directly Out Of My Ass
PEBCAK - Problem Exists Between Chair And Keyboard
PITA - Pain In The Ass
QQ - Quick Question -or- Cry More
RFD - Request For Discussion
RFP - Request For Proposal
SBUG - Small Bald Unaudacious Goal
SME - Subject Matter Expert
SNAFU - Situation Normal, All F***ed Up
SSDD - Same Sh** Different Day
STD - Seal The Deal, Save The Date, Sexually Transmitted Disease, Stuff To Do
SWAG - Scientific Wild Ass Guess -or- SoftWare And Giveaways
TBA - To Be Advised
TBD - To Be Determined
TWIMC - To Whom It May Concern
TIA - Thanks In Advance
WIFIM - What's In It For Me
WOMBAT - Waste Of Money, Brains And Time
WTG - Way To Go

AFAIC - As Far As I'm Concerned
ASAP - As Soon As Possible
BHAG - Big Hairy Audacious Goal
BOHICA - Bend Over Here It Comes Again
CLM - Career Limiting Move
CYA - Cover Your Ass -or- See Ya
DD - Due Diligence
DQYDJ - Don't Quit Your Day Job
DRIB - Don't Read If Busy
EOD - End Of Day -or- End Of Discussion
EOM - End Of Message
EOT - End Of Thread/Text/Transmission
ESO - Equipment Smarter than Operator
FRED - F***ing Ridiculous Electronic Device
FUBAR - F***ed Up Beyond All Recognition (or Repair)
FYI - For Your Information
GMTA - Great Minds Think Alike
HIOOC - Help, I'm Out Of Coffee
IAITS - It's All In The Subject
IANAL - I Am Not A Lawyer
KISS - Keep It Simple Stupid
LOPSOD - Long On Promises, Short On Delivery
MOTD - Message Of The Day
MTFBWY - May The Force Be With You
MYOB - Mind Your Own Business
NRN - No Reply Necessary
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