

generation “THEM”

NAVIGATING A
MULTI-GENERATIONAL WORKFORCE.



Kristin Scroggin
genWHY Communication
Strategies



**GENERATION
DATES WILL
ALWAYS
VARY**

Theorist: Strauss and Howe

“



**You're not
that special.**

KRISTIN SCROGGIN

“

**It is possible to
MENTALLY age up or
down based on
childhood.**

KRISTIN SCROGGIN

YOU MAY BE AN OUTLIER IF...

- Not raised in US from ages 1-15
- Raised by a Single Parent
- “Older” Parents
- Parent raised outside of US
- Large Family
- Military or Military Family
- Grandparent Involvement
- Small Town



**FEWER
REFINERS
=
LESS
POLISH**

Traditionalist
1924-1945

Baby Boomers
1946-1965

Generation X
1965-1984

Millennials
1985-2005

Generation Alpha
2006-present

1924 -1933 Traditionalist

1934 -1945 *Silent*

1946 -1955 Baby Boomers

1955 -1965 Flower Children

1965 - 1977 *Generation X*

1978 - 1984 *Xennials*

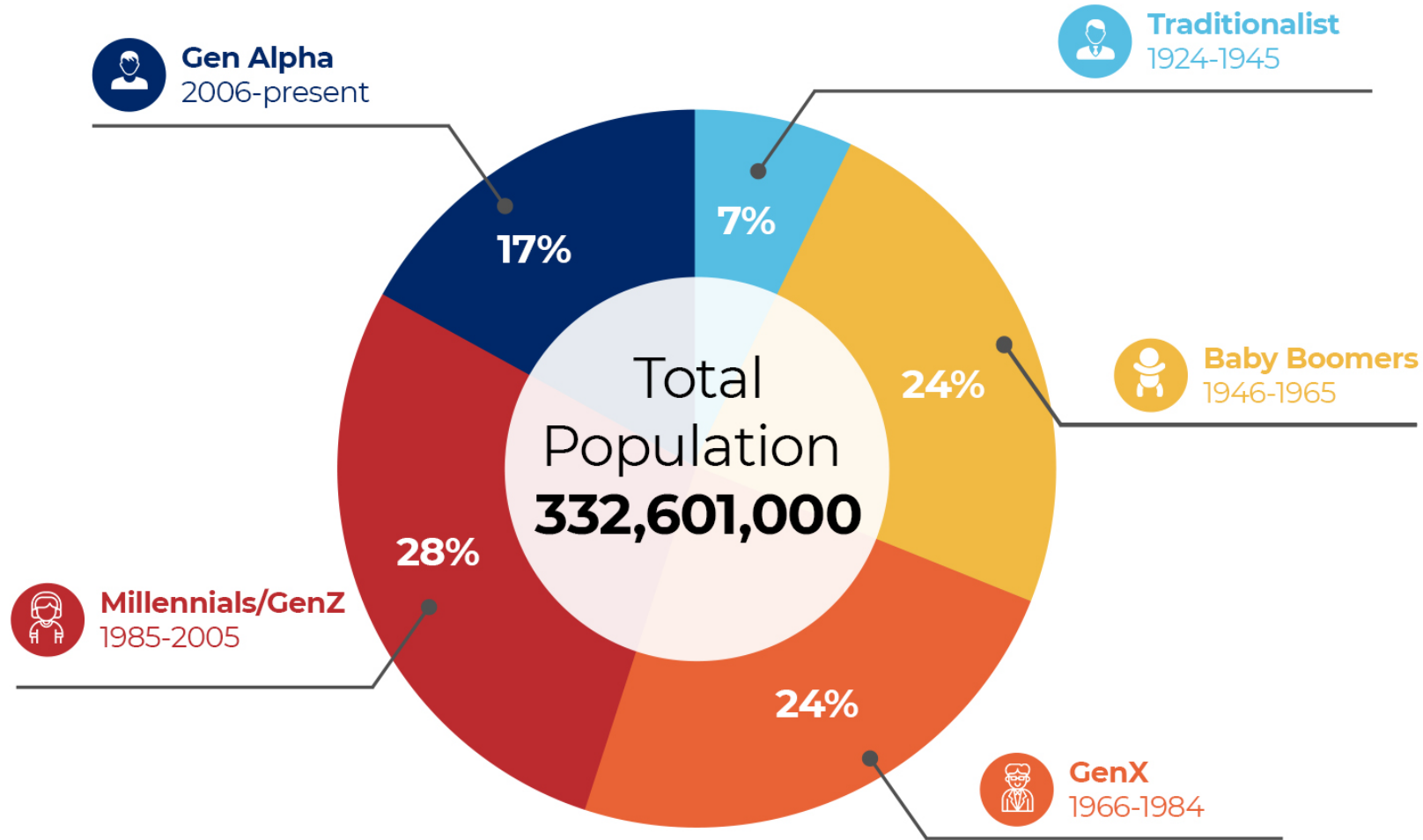
1985 - 1995 *Millennials*

1996 - 2005 *Generation Z*

2006 - 2015 Generation Alpha

2016 - present Homelanders

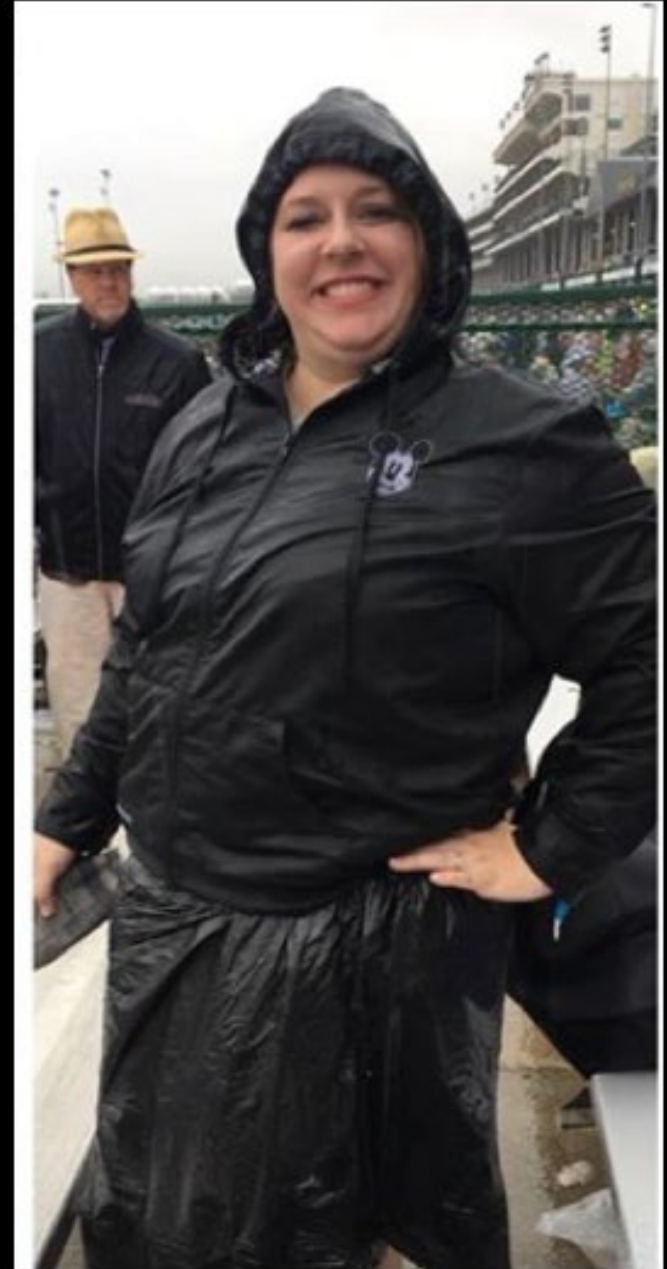
Breakdown of Generations in the US





45%

**OF US POPULATION IS
UNDER 35
YEARS OLD**

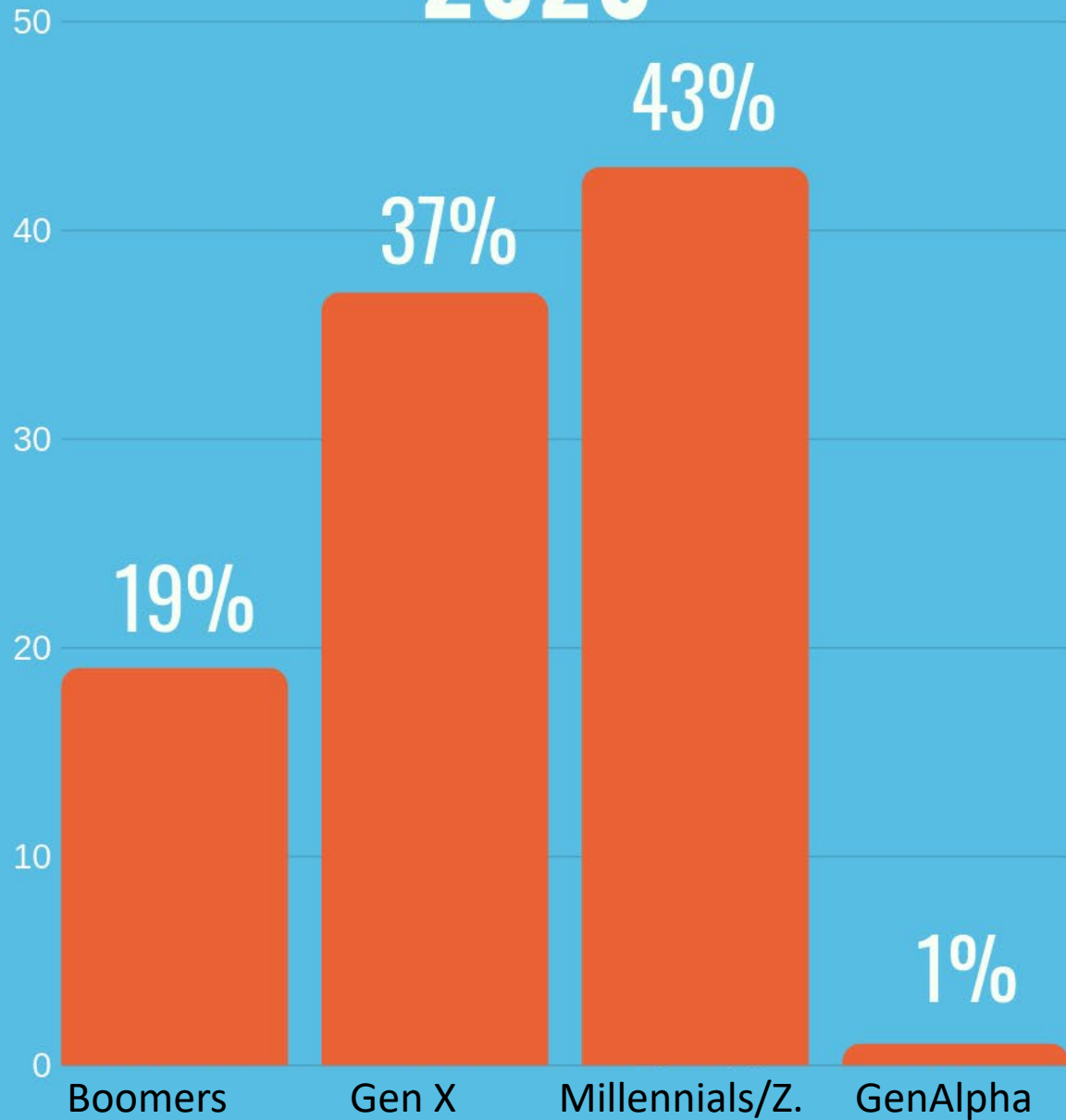


A large, dark silhouette of a horse in mid-stride, positioned against a bright, cloudy sky. The sun is visible behind the horse's head, creating a strong lens flare and backlighting effect. The horse appears to be running on a surface, with some foliage and structures visible in the lower portion of the image.

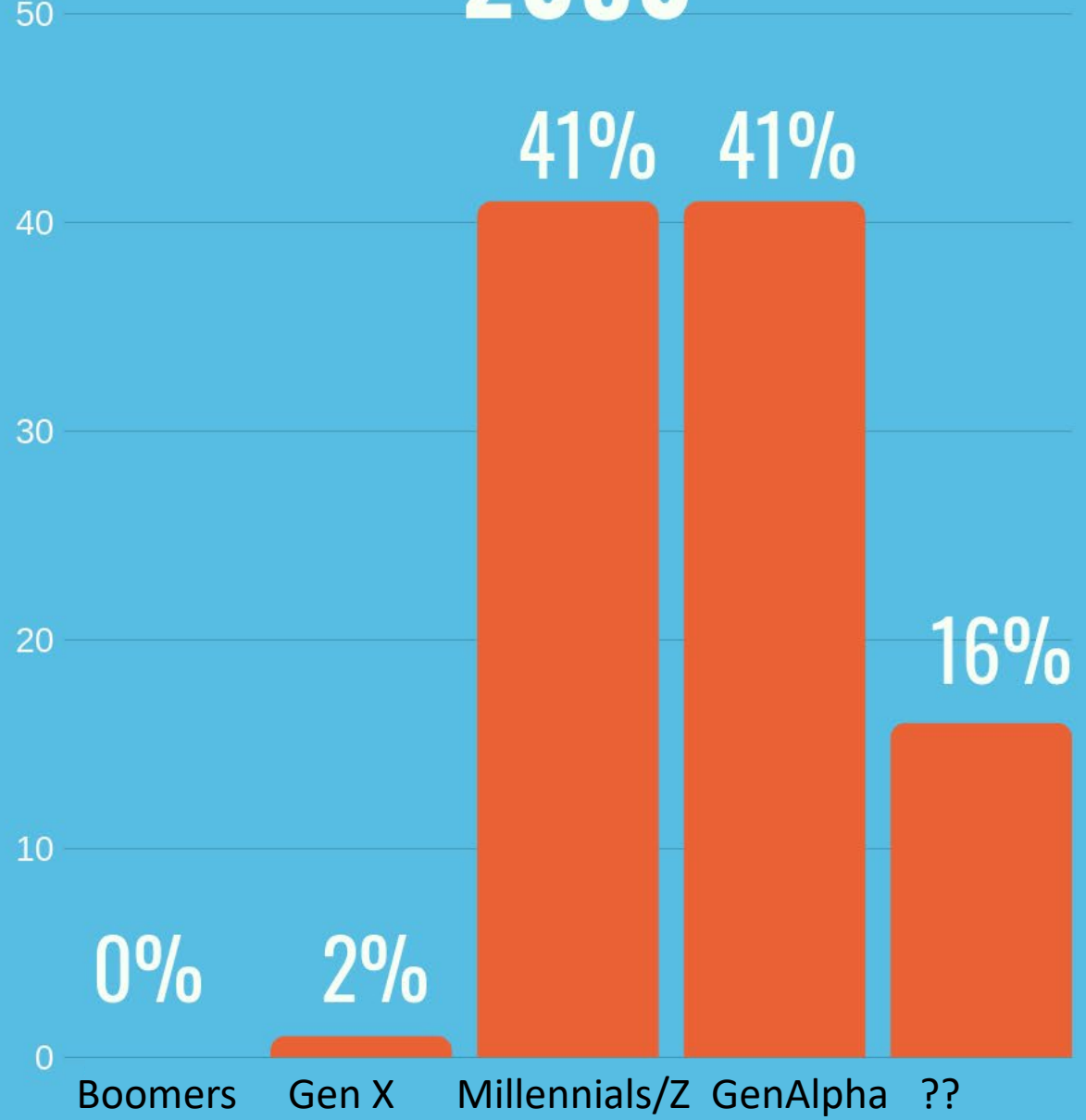
I've got a TIP

on a HOT HORSE

2020



2050



Millennials & GenZ



- EXTREMELY adaptable and ready for change
- Rules that are 80 years old
 - Dress Professionally
 - Follow the Hierarchy
 - Always “Look Busy”
 - Time Management
 - Resolving Conflict

(Grab your phone and take a picture of this slide)

**Get FREE Resources, webinars, articles
and more at:**

www.genWHY.com



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Kristin@genWHY.com



www.genWHY.com

Boomers & Flower Children -

- Parents were children in Great Depression
- Outnumber parents 3 to 1
- SUBJECT MATTER EXPERT
- SUPER Social People
- Love Meetings & Phone Calls

GenX & Xennials -

- Latch-Key Kids = Independent People
- Anti-Social People
- RETIRING AT 57
- Avoid Phones/ Prefer Email

Millennials & iGEN -

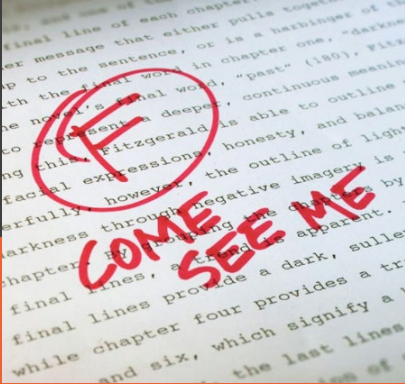


- Playdates = You're going to get your turn.
- Risk & Conflict Aversion
- Time management

THE STRUGGLE TIME SOLUTION

Struggle time empowers your
employees to find the
answers themselves and use
you as a RESOURCE

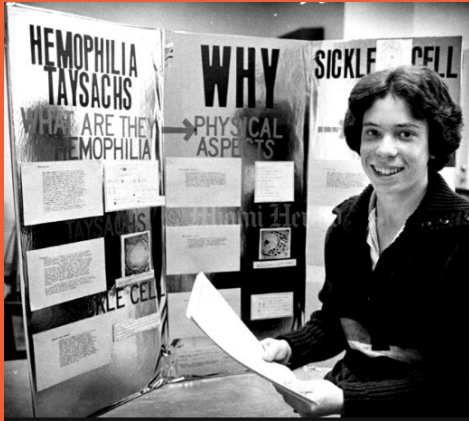
Millennials & iGEN -



HELP THEM
UNDERSTAND
WHAT IT TAKES TO
BE GREAT

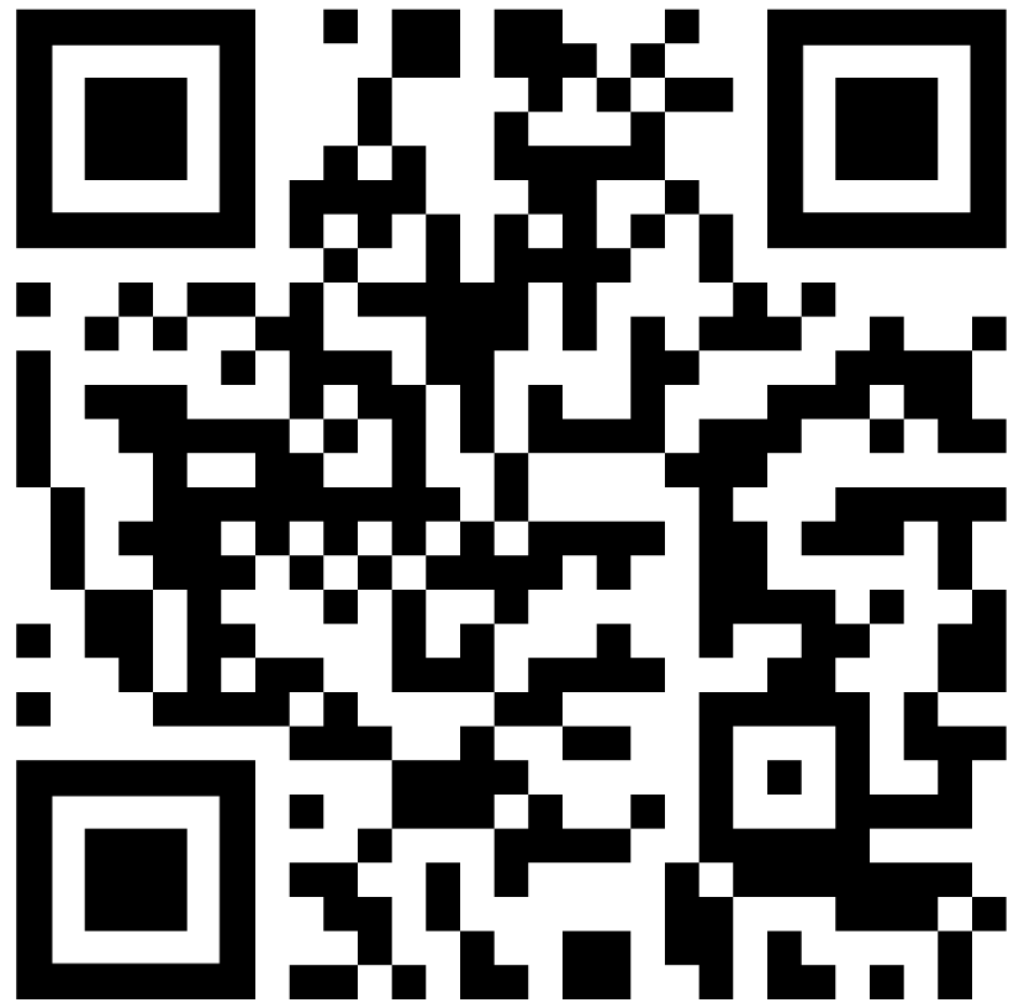


YOU'RE NOT
GOING TO BE
GREAT AT
EVERYTHING. BE
GREAT AT WHAT
YOU'RE GREAT AT!



BE REALLY CLEAR ABOUT JOB DESCRIPTIONS
AND HOW THEY WILL BE HELD ACCOUNTABLE

Free
Handout



EXTRA SLIDES



10 big areas for questions

- Ability to Self Sacrifice
- Ability to Resolve Conflict
- Ability to Work in a Team
- Ability to Listen
- Ability to Organize/Prioritize





10 big areas for questions

- Ability to Handle Pressure
- Ability to Self-Monitor
- Ability to Self-Regulate
- Ability to Adapt
- Ability to Communicate

What can we do to bridge gaps?

- Develop leader tapping programs instead of mentorships
- Ask better questions during interviews
- Ensure that onboarding has conflict resolution & time management training
- Plan opportunities for Boomers & GenZ to get together
- Really consider your succession plan
- Add younger employees to boards/leadership/ decision making teams



FearLESS Public Speaking

GENWHY COMMUNICATIONS
ONLINE COURSE

Make 2022 the year you
IMPROVE your Public Speaking
and become FearLESS!

Check it out:
tinyurl.com/genwhyonline



Millennials & iGEN -

5 THINGS THAT I LIKE ABOUT MYSELF...

- 1) _____
- 2) _____
- 3) _____
- 4) _____
- 5) _____

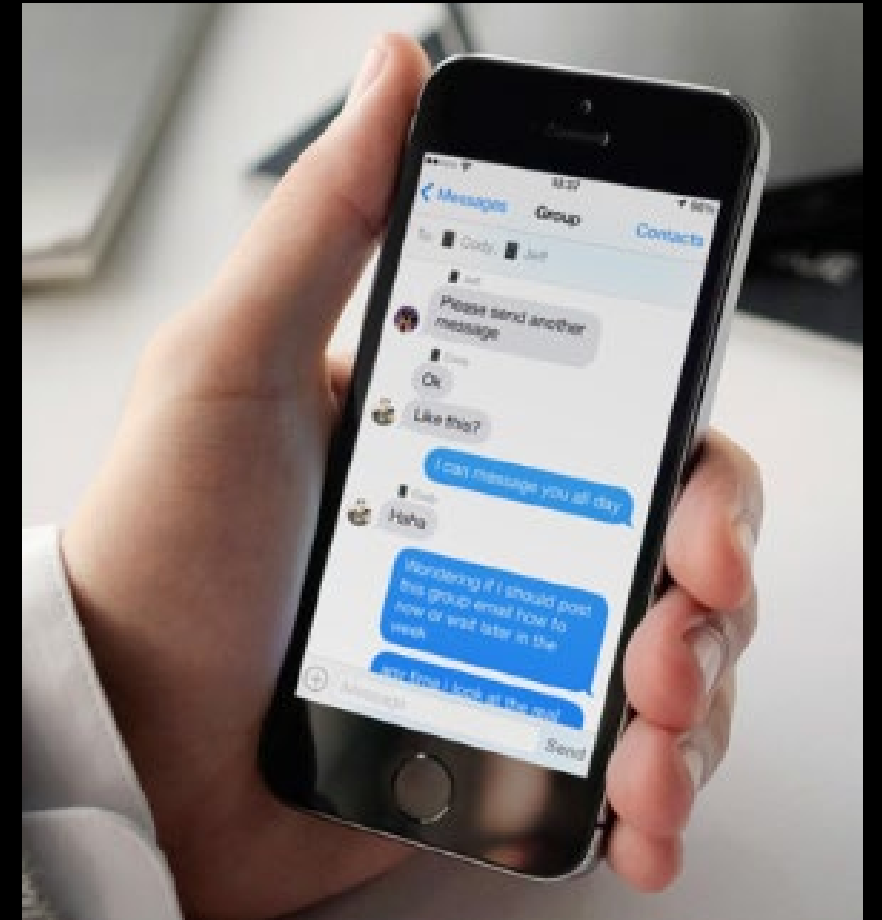


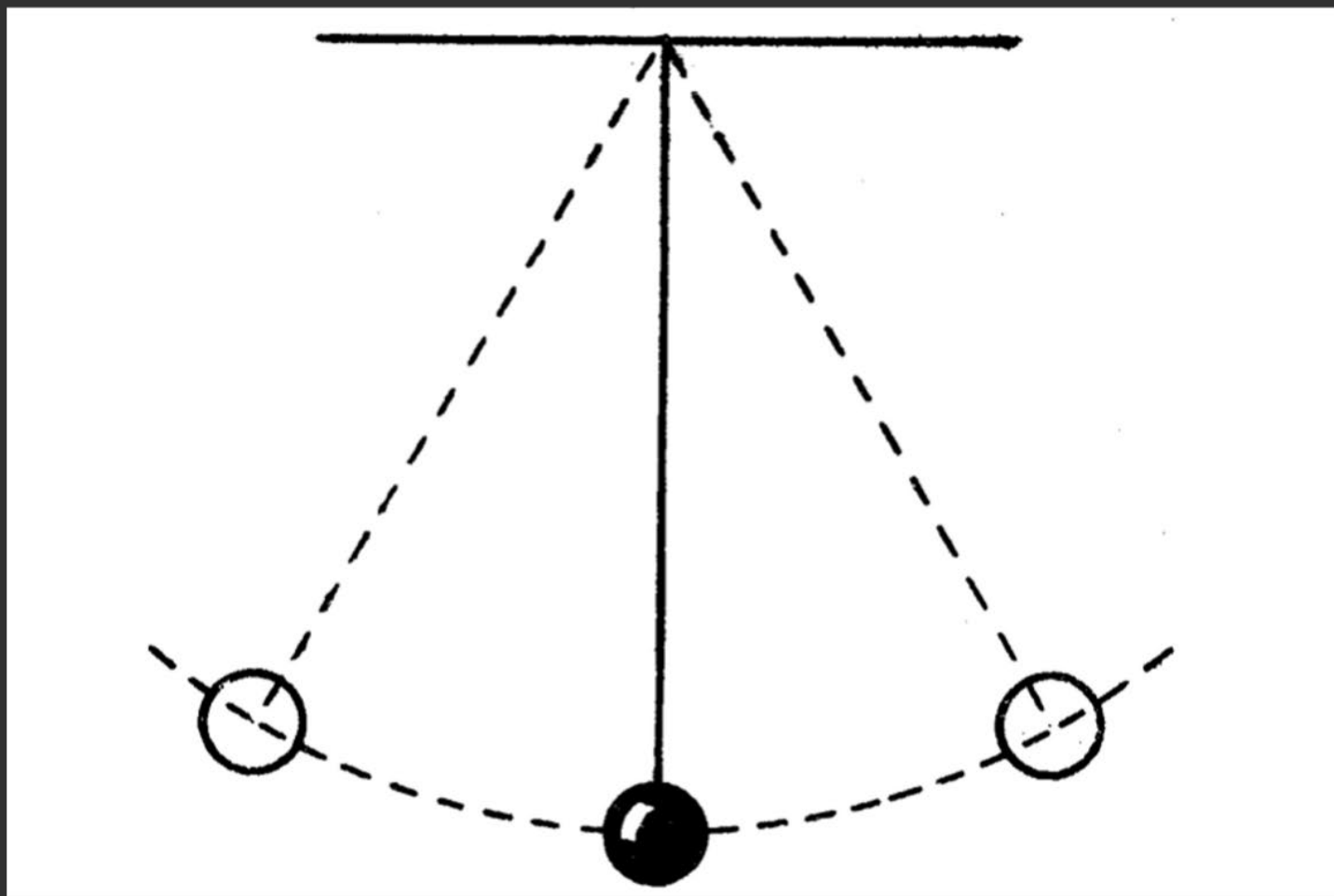
THE TROUBLE WITH UNFOUNDED SELF-ESTEEM

- If you can do anything and be anything what happens when you realize that you can't?
- Self esteem comes from OVERCOMING.

Communication Preferences

- Social/Anti-Social
- Method of Communication
- Feedback Preferences





**WE REACT
TO OUR
PARENT'S
STYLE**

GENWHY COMMUNICATIONS 2019