

Stakeholder to Shareholder: Flexing Your Language Style for Maximum Impact

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ACHIEVE**

Kent ISD Career Readiness

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Stakeholder to Shareholder: Flexing Your Language Style for Maximum Impact

Understanding the generations allows Career Educators to flex styles to “speak” in the language of students, parents, employer partners, and education personnel for maximum program buy-in. Learn how to modify your language and approach to mirror your audience so maximum buy-in can be created.

OBJECTIVES



- What are the general characteristics of the 5 generations in the workplace?
- What are some of the group's unique contributions to the workplace and potential areas for growth?
- What are the strategies to effectively communicate cross-generationally so that there is a positive impact on instruction, business partnerships and achievement?

WHY DOES IT MATTER

- Higher level of effectiveness
- Less conflict and tension
- Ability to manage changing workplace
 - 5 generations
 - Unprecedented labor shortages
 - Enrich professional relationships



HOW IS A GENERATION DEFINED



“ A group of people whose lives are shaped by common events and cultural milestones that form their values, attitudes, and life and work perspective.”



MATURES **(AKA TRADITIONALISTS,** **THE GREATEST GENERATION)**

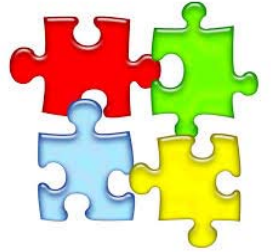
Born on or before 1945 (4%)



- Major influences: Depression, WWII, post WWII
- 50% ex-military
- Disciplined
- Self-sacrifice
- Expected lifetime career with one employer
- Seniority is important
- Prefer communication in writing

BOOMERS

Born 1946-1964 (31%)



- Major influences: Civil Rights Movement, women's rights, Cold War; scientific advances
- Social reformers, can-do attitude
- Experimental
- Innovators
- Serious work ethic, follow protocol
- "Live to work"
- Prefer telephone or face to face communication

GENERATION X (AKA GEN XERS)

Born 1965-1981 (32%)



- Major influences: Personal computers, MTV, dual income households, video games, Gulf War, AIDS, Latch-key kids, rising divorce
- “Work to Live”
- Career security v. job security
- Not afraid to leave their job if they are unhappy
- Prefer electronic communications

MILLENNIALS (AKA GENERATION Y)

Born 1982 – 1995 (33%)



- Major influences: Expanded technology, helicopter parents, diversity/tolerance education, 9/11
- “Work my way”
- Social Activists
- Multi-taskers, esp. via multimedia
- Want choices
- Prefer instant everything – feedback, communication, information, entertainment (Google/Facebook)

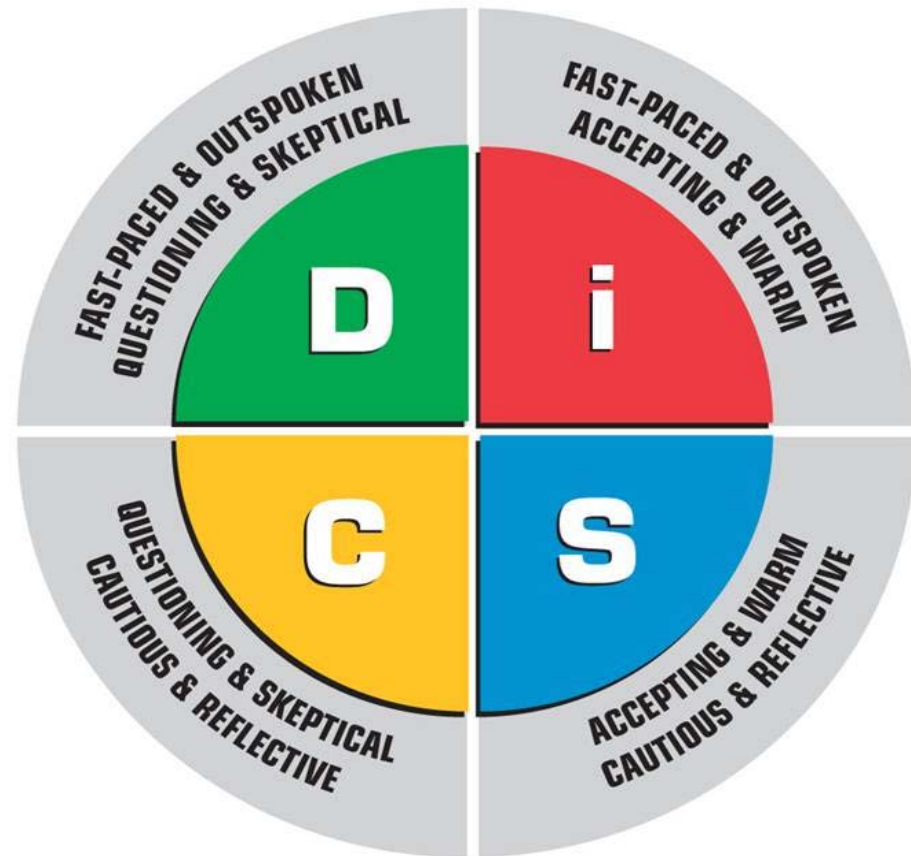
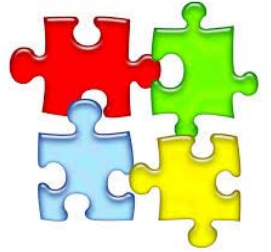
Linksters (AKA Generation Z) Born after 1995



- Economic Downturn
- School violence
- Realistic
- Apps/Social Games/Tablet devices
- Comfortable with global context
- Innovation and social change
- Trouble with face to face
- High Expectations

Personality Differences

- Facts v. emotion
- Forest v. trees
- Formal v. informal



Style Flexing



- Starting with your most comfortable self and then, in response to behavioral cues, gradually adjusting to better reflect the other person's style.
- Learn how to make adjustments so that even if a situation is not ideal for you, you can still be successful.
- Style flexing is a skill anyone can develop
 - takes energy and practice

VALUING DIFFERENCES



- **TRADITIONALISTS**

Honor the chain of command

Value the legacy they have built and their experience

Appreciate their dedication

Communicate one on one

Learn the corporate history

DON'T: Use slang, be late, change appt.



VALUING DIFFERENCES



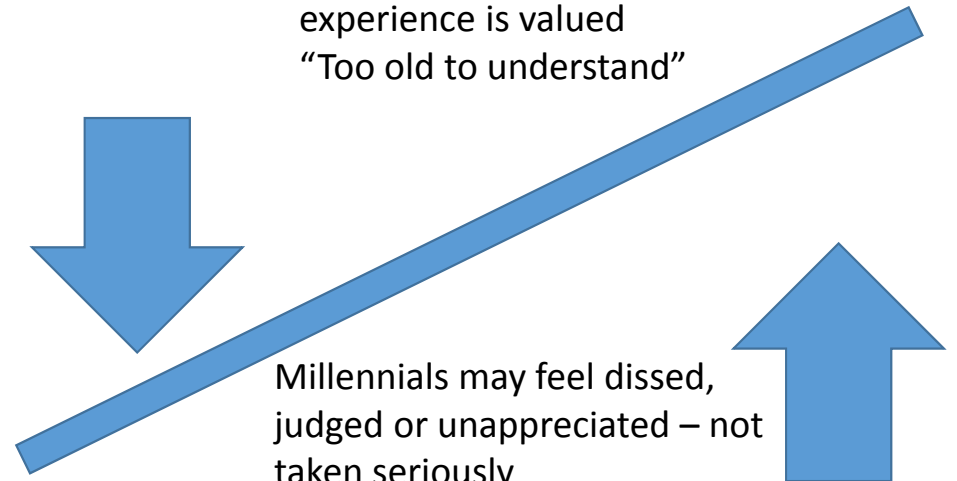
BOOMERS

Show respect
Choose face to face conversations
Give people your full attention
Learn the corporate history
Ask them to be mentors

DON'T: Ignore their contributions,
Be politically incorrect
Tell them - but ask them

Boomers don't feel their
experience is valued
"Too old to understand"

Millennials may feel dissed,
judged or unappreciated – not
taken seriously



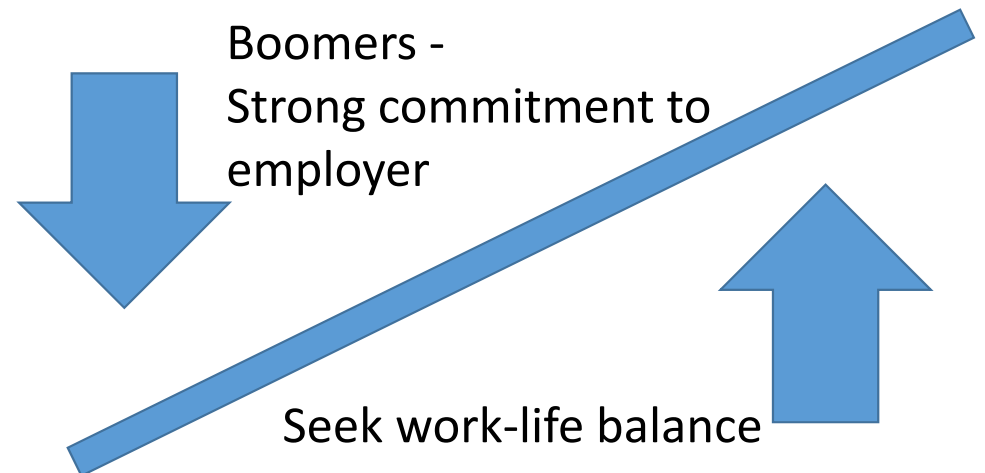
VALUING DIFFERENCES



Gen Xers

- Get to the point
- Give fast feedback
- Groom for management
- Allow to multi-task
- Use email to communicate
- Redefine retirement

DON'T: micromanage, talk too much, treat them as slackers



Boomers -
Strong commitment to
employer

Seek work-life balance

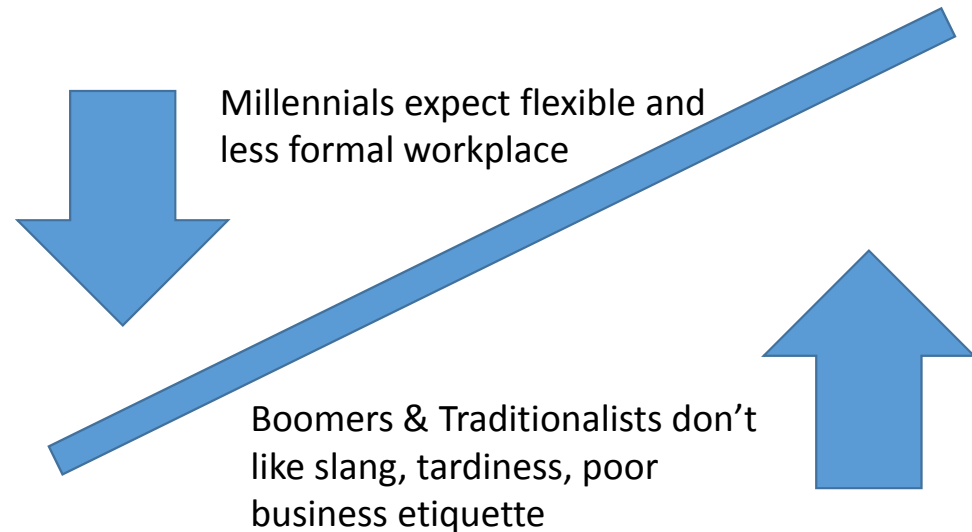
VALUING DIFFERENCES



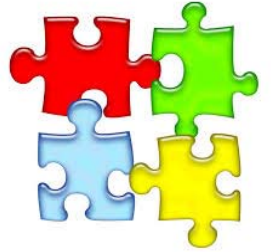
Millennials

- Challenge them
- Ask them for their opinion/collaborate
- Encourage finding a mentor
- Keep them busy
- Allow to multi-task

- DON'T: Treat them like children,
Work too much

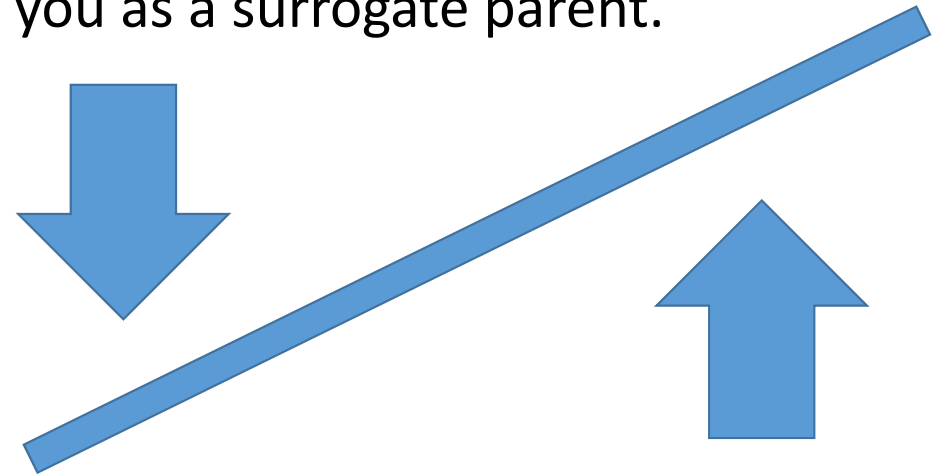


VALUING DIFFERENCES



Linksters (Gen Z)

- Provide clear written vs. verbal instruction
- Ride herd on them – they need close supervision.
- Provide them with job descriptions – they need to know what to do.
- Lead by example – they often look to you as a surrogate parent.
- Orient them to the obvious
- Welcome them with open arms



Bridging the Generation Gap



- Clarify ground rules for what's expected
- Use MULTIPLE communication forms
- Ask, don't assume
- Find commonality
- Share perceptions
- Understand work styles
- Be willing to learn AND teach.
 - Need to LISTEN to younger colleagues. Let them do it their way.
- Show RESPECT

Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.

[George Orwell](#)