LEAD & WORK ACROSS GENERATIONS

STRATEGIES FOR CONNECTING & ENGAGING A MULTI-GENERATIONAL WORKFORCE

by Ryan Jenkins
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AGENDA

GENERATIONS
who are they

STRATEGIES
to work & lead across generations

Q&A
and wrap-up
## The Generations

<table>
<thead>
<tr>
<th>Generation Name</th>
<th>2020 Age Range</th>
<th>U.S. Peak Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Generation Z</td>
<td>&lt; 22</td>
<td>60+ Million</td>
</tr>
<tr>
<td>Millennials</td>
<td>23 - 39</td>
<td>76 Million</td>
</tr>
<tr>
<td>Generation X</td>
<td>40 - 55</td>
<td>51 Million</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>56 - 74</td>
<td>75 Million</td>
</tr>
<tr>
<td>Builders</td>
<td>75 - 92</td>
<td>56 Million*</td>
</tr>
<tr>
<td>G.I. Generation</td>
<td>93</td>
<td>60 Million*</td>
</tr>
</tbody>
</table>
RISING GENERATIONAL TENSIONS

Global average human lifespan

1900: 31 years
2020: 72 years

41 year increase

BUILDERS
BOOMERS
GEN X
MILLENNIALS
GEN Z
GEN ALPHA
GEN ?

2020
2025+
Generations in the Workforce

- **2020**
  - Millennials: 44%
  - Gen X: 33%
  - Boomers: 15%
  - Gen Z: 8%

- **2025**
  - Millennials & Gen Z: 75%
  - Other Generations: 25%
WHY GENERATIONS MATTER

SO MUCH IS AT STAKE

52% of workers say they’re least likely to get along with someone from another generation.

62% of Generation Z anticipate challenges working with Baby Boomers and Gen X, yet only 5% anticipate challenges working with Millennials.
There’s a wealth of information today but a poverty of understanding.

Today’s high-flux, info-inundated, and multi-generational world demands that we seek more understanding.

If you don’t like that view, technology, policy, or generation... Get to know it better.

“I don't like that man. I must get to know him better.”
~Abraham Lincoln
GENERATIONAL BIAS
OVERCOME IT BY BEING...

more CURIOUS
less CERTAIN
A SEISMIC SHIFT CAUSING
GENERATIONAL FRICTION
Emerging generations are a critical mass of change agents.

**EXERCISE:**
Name an invention of the past.
(can go back as far as fire)
Not anomalies, but the preview.

**EXAMPLES**

- **NETFLIX**
  - Only 8% of U.S. college students don’t have access to Netflix [started streaming in 2007]
  - 1st month = 130 million downloads
  - 1st 90 days = $600 million in revenue
  - 8/24/15 = 1 billion users in 1 day
  - Today = 2 billion monthly users

- **S&P 500**
  - Avg tenure in 1965 = 33 years / by 2026 = 14 years
  - Half of today’s firms will be replaced in 10 years

- **TECHNOLOGY**
  - Only 8% of U.S. college students don’t have access to Netflix [started streaming in 2007]
  - 1st month = 130 million downloads
  - 1st 90 days = $600 million in revenue
  - 8/24/15 = 1 billion users in 1 day
  - Today = 2 billion monthly users

- **INTERNET**
  - Only 8% of U.S. college students don’t have access to Netflix [started streaming in 2007]
  - 1st month = 130 million downloads
  - 1st 90 days = $600 million in revenue
  - 8/24/15 = 1 billion users in 1 day
  - Today = 2 billion monthly users

- **EXONENTIAL TIMES**
  - Only 8% of U.S. college students don’t have access to Netflix [started streaming in 2007]
  - 1st month = 130 million downloads
  - 1st 90 days = $600 million in revenue
  - 8/24/15 = 1 billion users in 1 day
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- **MILLENNIALS GEN Z**
  - Only 8% of U.S. college students don’t have access to Netflix [started streaming in 2007]
  - 1st month = 130 million downloads
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  - 8/24/15 = 1 billion users in 1 day
  - Today = 2 billion monthly users
ELEVATED EXPECTATIONS
EFFORTLESS & SEAMLESS

TECHNOLOGY
INTERNET
EXPONENTIAL TIMES
MILLENNIALS
GEN Z

dglassdoor
<table>
<thead>
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</thead>
<tbody>
<tr>
<td>PODCAST</td>
<td>Next Generation Catalyst</td>
</tr>
<tr>
<td>SOCIAL</td>
<td>Ryan-Jenkins.com/linkedin</td>
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<tr>
<td>BOOKS</td>
<td>Ryan-Jenkins.com/author</td>
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AGENDA

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3 MUST-HAVES AT WORK FOR THE EMERGING GENERATIONS

**BETTER BOSS**
Top talent view **effective leaders** as a must.

**BRIGHTER FUTURE**
Top talent have a proclivity to be **future oriented**.

**BIGGER VISION**
Top talent want to **connect work with impact**.

**Doesn't every generation want these 3 things in a job?** Yes.
For previous generations, these are “**nice-to-haves.**”
For emerging generations, these are **conditions of employment**.
## Communication Varying Preferences

<table>
<thead>
<tr>
<th>SUMMARY</th>
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<th>GENERATION X</th>
<th>MILLENNIALS</th>
<th>GENERATION Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>Formal &amp; Direct</td>
<td>Informal &amp; Flexible</td>
<td>Authentic &amp; Fast</td>
<td>Transparent &amp; Highly Visual</td>
<td></td>
</tr>
<tr>
<td>VIEW</td>
<td>Face to Face, Phone &amp; Email</td>
<td>Email, Text &amp; Facebook</td>
<td>Text, Instagram, Skype &amp; Slack</td>
<td>Snapchat, Bitmoji, FaceTime, YouTube, WhatsApp, Twitch &amp; Face to Face</td>
</tr>
<tr>
<td>ATTITUDE</td>
<td>Need Background Info &amp; Details</td>
<td>Keep Professional</td>
<td>Efficient &amp; Mobile First</td>
<td>Mobile Only &amp; Voice</td>
</tr>
</tbody>
</table>
what's up?
just left u a vm
ok... what's up?
COMMUNICATION

STRATEGY #1

DEFER YOUR COMMUNICATIONS

Use generations as **clues**.

Adjusting our communications is the **new norm**.

Canvas, the world’s first **text-based interviewing platform**, shifts recruiter’s conversations to the preferred channel of Gen Z candidates, texting.
## Work Varying Preferences

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<th>GENERATION X</th>
<th>MILLENNIALS</th>
<th>GENERATION Z</th>
</tr>
</thead>
<tbody>
<tr>
<td>A Place</td>
<td>A Means to an End</td>
<td>A Vehicle</td>
<td>Life</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>VIEW</th>
<th>Responsibility</th>
<th>Drive Outcomes</th>
<th>Fulfilling</th>
<th>Earn &amp; Learn</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>ATTITUDE</th>
<th>Loyalty is Rewarded</th>
<th>Work Hard, Play Hard</th>
<th>Work Smart</th>
<th>Work Fluidly</th>
</tr>
</thead>
</table>
WHY ARE VIDEO GAMES SO ENGAGING?

66% of Generation Z say gaming is their main hobby.

53% of 23-36-year-olds pay for gaming services, outpacing those who pay for cable TV (51%).

948 million hours (or over 107,305 years) of streamed gaming content are watched...in only 1 month...at work.

Games inform players of where they started, how far they’ve come, and what’s left to accomplish.
WORK

STRATEGY # 2

ACKNOWLEDGE PROGRESS

Recognize and reflect back the progress you see in others.

- Completing a goal
- Accomplishing a small win
- Overcoming an obstacle
- Learning a new skill
- Achieving a breakthrough
## Leadership Varying Preferences

<table>
<thead>
<tr>
<th></th>
<th>Boomers</th>
<th>Generation X</th>
<th>Millennials</th>
<th>Generation Z</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Summary</strong></td>
<td>Authoritative</td>
<td>Hierarchy</td>
<td>Coaching</td>
<td>Networked</td>
</tr>
<tr>
<td><strong>View</strong></td>
<td>Sage</td>
<td>Sherpa</td>
<td>Soldier</td>
<td>Student</td>
</tr>
<tr>
<td><strong>Attitude</strong></td>
<td>No News is Good News</td>
<td>Semi-Annual Reviews</td>
<td>Routine Check-ins</td>
<td>360° Real-time Feedback</td>
</tr>
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</table>
LEADERSHIP

Group A

40% of students revised and resubmitted their papers.

Group B

80% of students revised and resubmitted their papers.

And they made 2x as many corrections as Group A.

I’m giving you these comments so that you’ll have feedback on your paper.

I’m giving you these comments because I have very high expectations and I know you can reach them.

QUALITY FEEDBACK ELEVATES PERFORMANCE

High Standards + Assurance

Doubled Performance
**LEADERSHIP**

*Quality Feedback Elevates Performance*

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**THE FEEDBACK FORMULA**

<table>
<thead>
<tr>
<th>HIGH STANDARDS</th>
<th>ASSURANCE</th>
<th>DIRECTION</th>
<th>SUPPORT</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>I have high expectations for you.</em></td>
<td><em>I know you can meet them.</em></td>
<td><em>So try this new challenge.</em></td>
<td><em>And if you fail, I’ll help you recover.</em></td>
</tr>
</tbody>
</table>
STRATEGY #3

TRY THE FEEDBACK FORMULA

USE THIS FORMULA TO INSPIRE BELIEF, TRANSFORM WORK ETHIC, AND INSTILL CONFIDENCE AMONG A TEAM.

LEADERSHIP
AGENDA

- GENERATIONS: who are they
- STRATEGIES: to work & lead across generations
- Q&A and wrap-up
Attention is the new oil in today’s economy.

Focus is one of the most valuable skills.

Thank You for your attention and focus.
TAKE THE LEARNING WITH YOU

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Hope you enjoyed the presentation! Access 20+ bonus courses at http://txt.hn/XvuRnb. For the slides or other inquiries email Ryan at ryan@ryan-jenkins.com
A “This is always how we’ve done it” mindset is... a slippery slope to irrelevance.

Prioritize **WHY** over the **WAY**
THANK YOU

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REFERENCES


-Disposition

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