



PRESENTATION

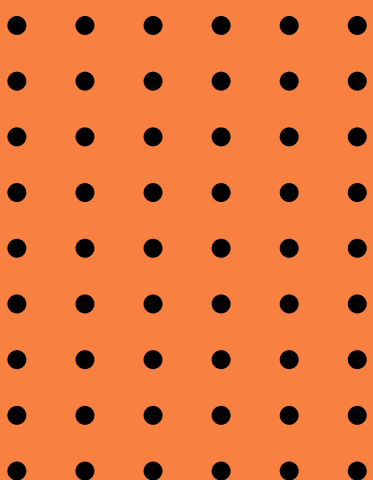
STICKING POINTS

HOW TO GET 5 GENERATIONS WORKING
TOGETHER IN THE 12 PLACES THEY FALL APART



FIVE GENERATIONS

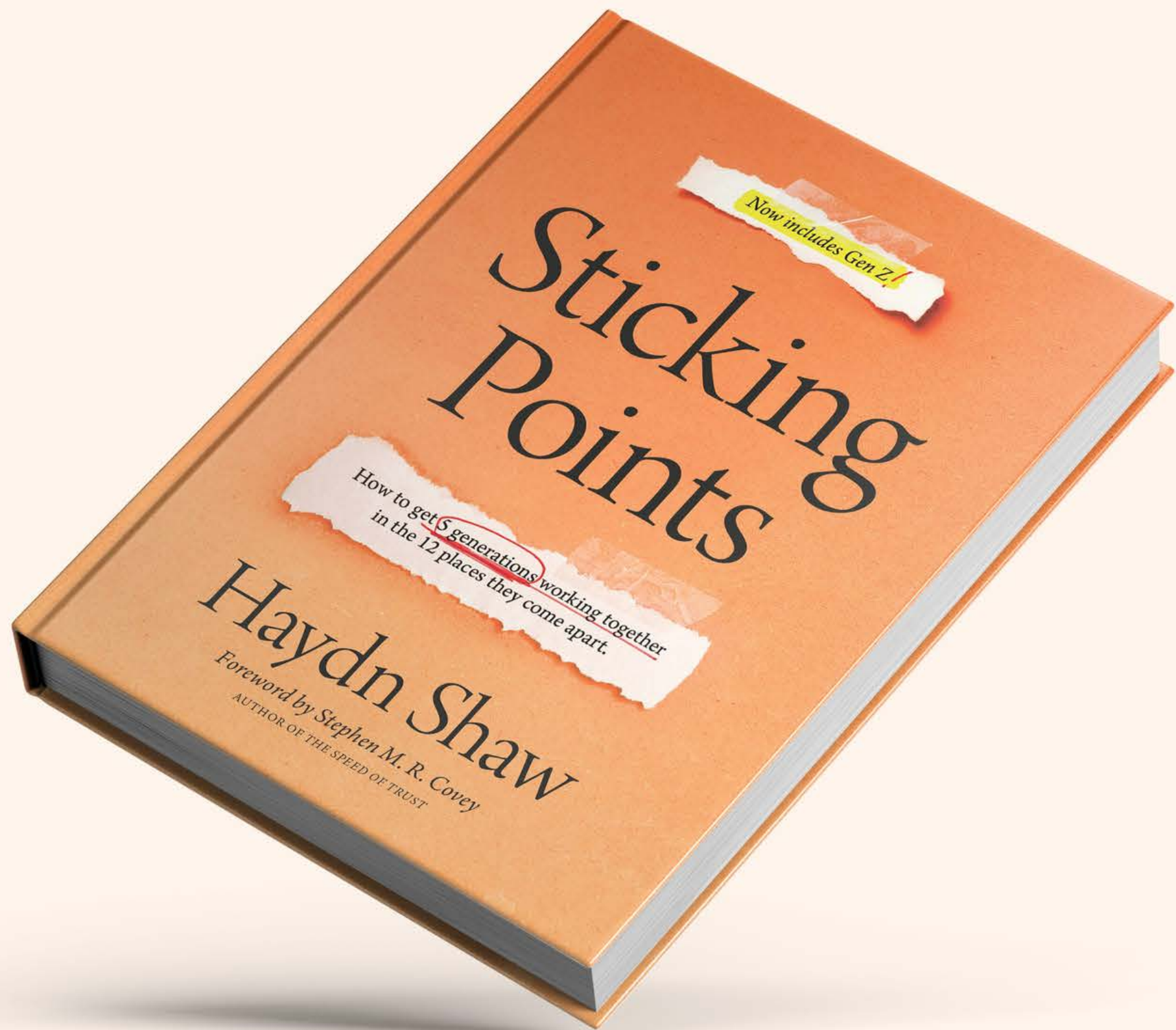
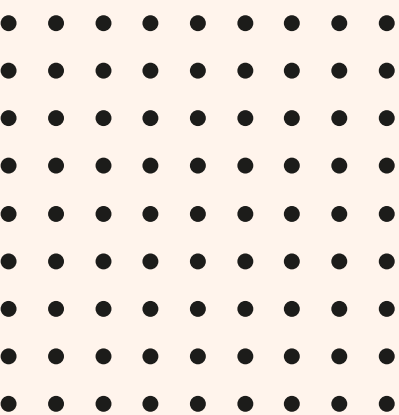
OF EMPLOYEES



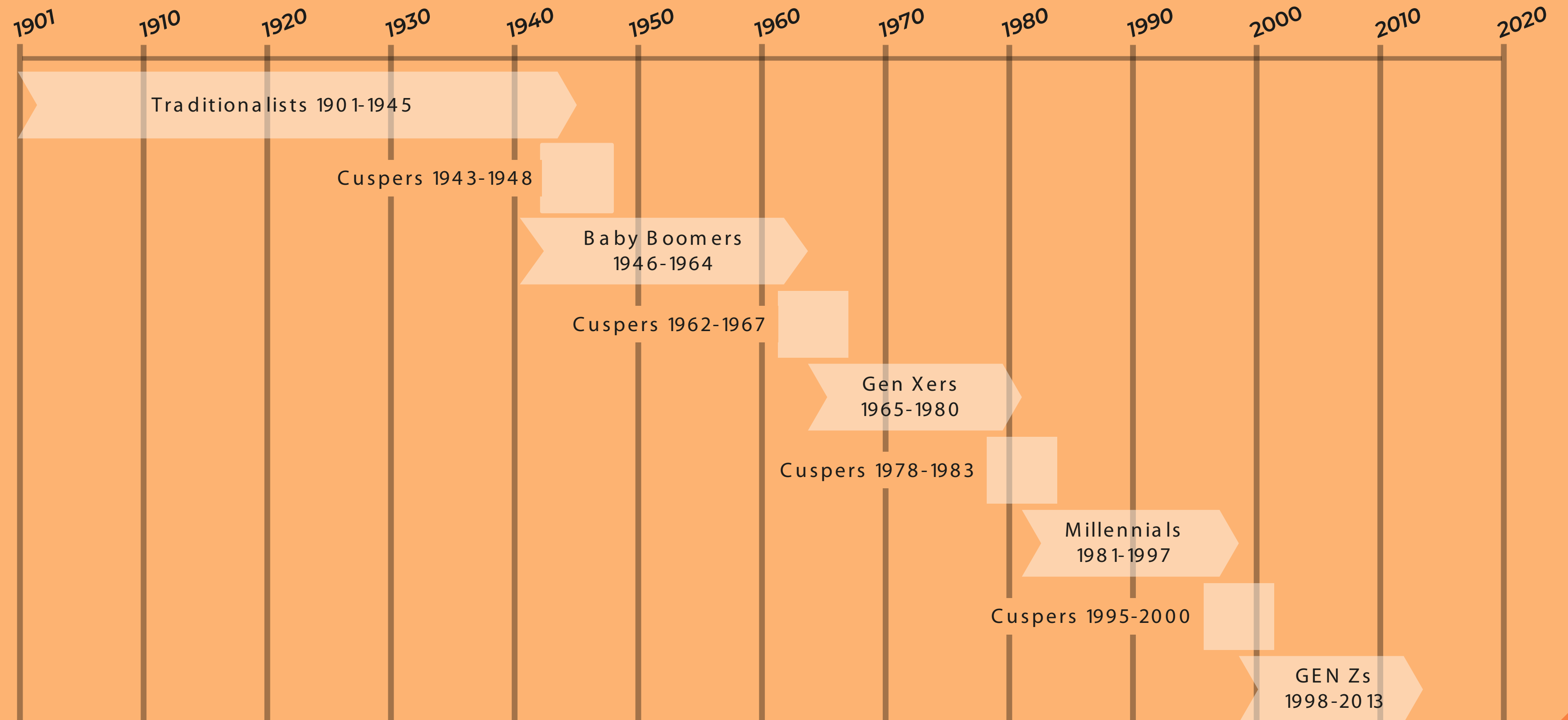
SIX GENERATIONS

OF CUSTOMERS





HISTORICAL TIMELINE



POPULATION SIZES



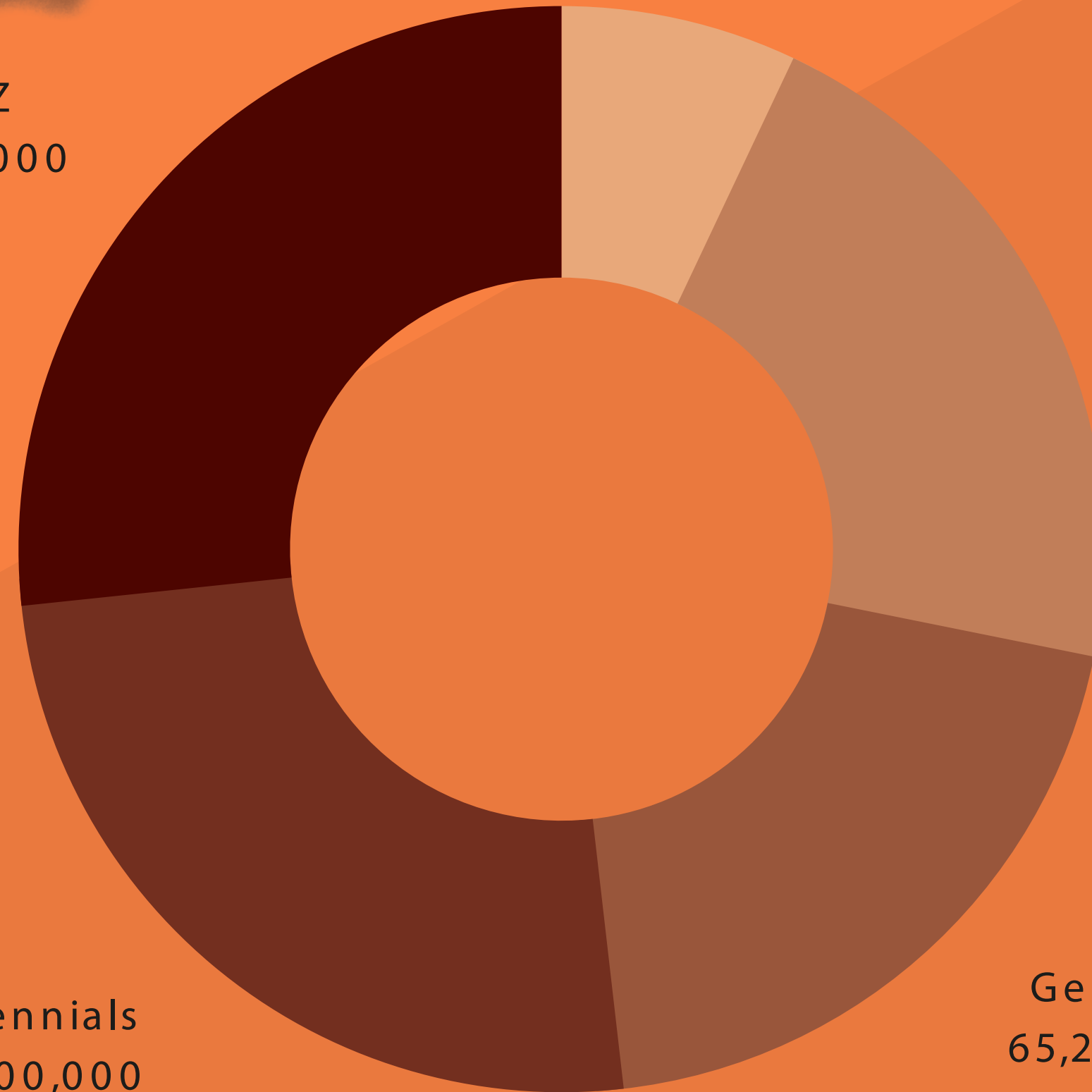
Gen Z
86,900,000

Millennials
82,000,000

Traditionalists
22,900,000

Boomers
68,900,000

Gen Xers
65,200,000



What are they

THINKING?!





GEN X

GEN X



MILLENNIALS





MILLENNIALS



MILLENNIALS





THE TONY AWARD-WINNING
BEST MUSICAL

DEAR
EVAN
HANSEN

#youwillbefound

"ONE OF
THE MOST
REMARKABLE
SHOWS IN
MUSICAL
THEATER
HISTORY."

- Peter Marks, *NY Times*

TWELVE WEEKS ONLY

CHICAGO THEATRE JULY 7-SEPTEMBER 27
BOOKING NOW AT CHICAGO.THEATRE.COM



EMERGING ADULTHOOD

18-28 year olds.





EMERGING ADULTHOOD

18-28

Freedom

Choice

Change





EMERGING ADULTS' IDENTITIES
COME WITH SOME ASSEMBLY
REQUIRED.

COMMUNICATION

BABY BOOMERS

I write a memo (with the distribution list alphabetized), pick up the phone, and set up a meeting.

MILLENNIALS

I send a text or instant message, replay the speech online, or connect on a social-networking site. You really just left me a voicemail?

TRADITIONALISTS

I write a memo, send a letter, listen to a speech, and call a meeting.

GEN XERS

What are memos? I send an e-mail or instant message, search online for a summary of the speech, and meet virtually.

GEN Z

Email is fine for most things, but why not pick the best tool for the task?

FEEDBACK

BABY BOOMERS

Annual performance appraisals and quarterly one-on-one meetings with the boss allow employees to know where they stand.

MILLENNIALS

Just put the score on the screen, like a video game, so there's instant feedback.

TRADITIONALISTS

If you do anything wrong, the boss will let you know.

GEN XERS

People who respect each other don't need a form or a meeting; they just say what they think.

GEN Z

Show me how to win and be clear how I am doing, but don't forget emotional support. If a boss can't give abundant coaching, they're not a manager.

MEETINGS

BABY BOOMERS

Meetings were how we got information, and they created political opportunities for everyone.

MILLENNIALS

Meetings are okay, but don't bore me. Make it interactive, or I may interrupt.

TRADITIONALISTS

We met infrequently, and the boss did most of the talking.

GEN XERS

If meetings are not relevant and do not keep moving, I will multitask. We could do some of this electronically.

GEN Z

If meetings are not relevant or psychologically safe, or if the group dynamics slow things down too much, we should do this individually.

WORK ETHIC

BABY BOOMERS

I work 8 to 6 and then take it home.

MILLENNIALS

It's a 24/7 world, so I'm leaving at 5:00. I can log on tonight.

TRADITIONALISTS

I work 9 to 5 and stay late with overtime.

GEN XERS

I try to get it all done at work; I'll take it home if I have to.

GEN Z

I know I will have to put my career first for the next ten years.

How do we find

good ones?!



What do younger emerging adults want?

- Choice. Where to live, hardware, where to work.
- Leave and come back.
- Clarity as to how the game is played.
- Friends—call in well.
- Seat at the table.
- Workload that matches their job description.



LOYALTY

BABY BOOMERS

Leaving looked bad for Boomers, but it didn't get them blacklisted. Most Boomers got farther by staying and working their way up.

MILLENNIALS

There's nothing wrong with changing careers until you find the right one for you. But if you like your organization, why leave? Just do a different job.

TRADITIONALISTS

Job hopping is the kiss of death for your career.

GEN XERS

Leaving is often necessary to get ahead.

GEN Z

I want to stay ten years ... if there are raises and promotions.

4 Ways to Cut Turnover of Millennials and Gen Z



- Expedite their contribution so they don't hurry their exit.
- Make boredom your job because level three kills.
- Create conversations so they don't think you are yelling.
- Talk career path when you don't have the answers.





○ ○ ○ ○

On a scale from 1-10.

**How large are the
adjustments for your
organization to implement
these turnover cutters?**

**Which are you already
doing?**

**What pinning for the past or
attempting to “fix them” hold
your organization back from
implementing these turnover
cutters?**



How to talk



retirement.



FIVE Ways to Get Them to Look

- You are in the life stage biz.
- Virtual presentations require empathy. Put a lantern on it.
- Above the fold is so laptop. Can you hook the scroller?
- Bullets for Boomers and Millennials.
- Gen X and Gen Z will read, when hooked. Layers of information they get to choose.
- Multiple formats.



How do we make



remote work?



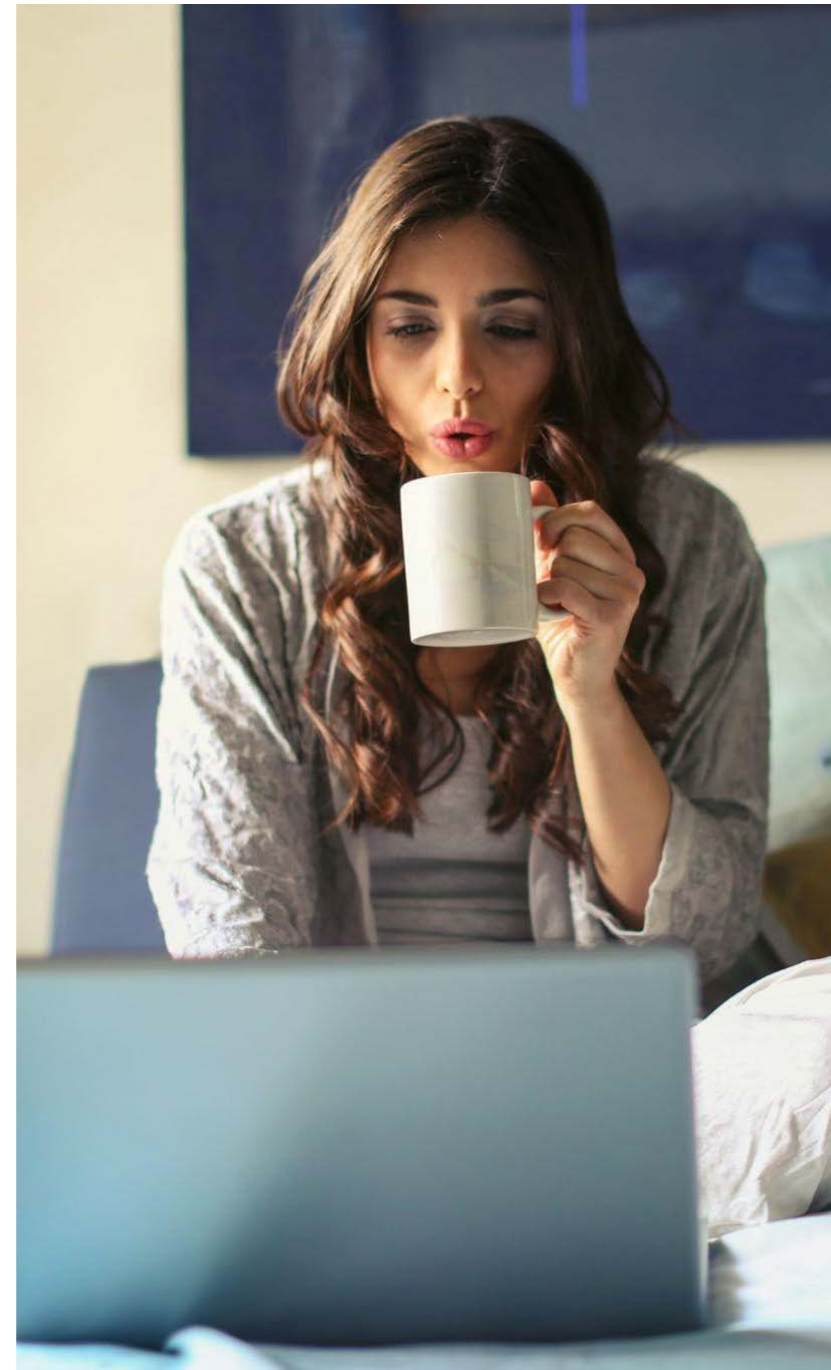
HYBRID TRUTHS

- 01 | Remote requires increased clarity.
- 02 | Hybrid makes people disappear.
- 03 | Most of us are better remote leaders than we think.
- 04 | It takes more hours.



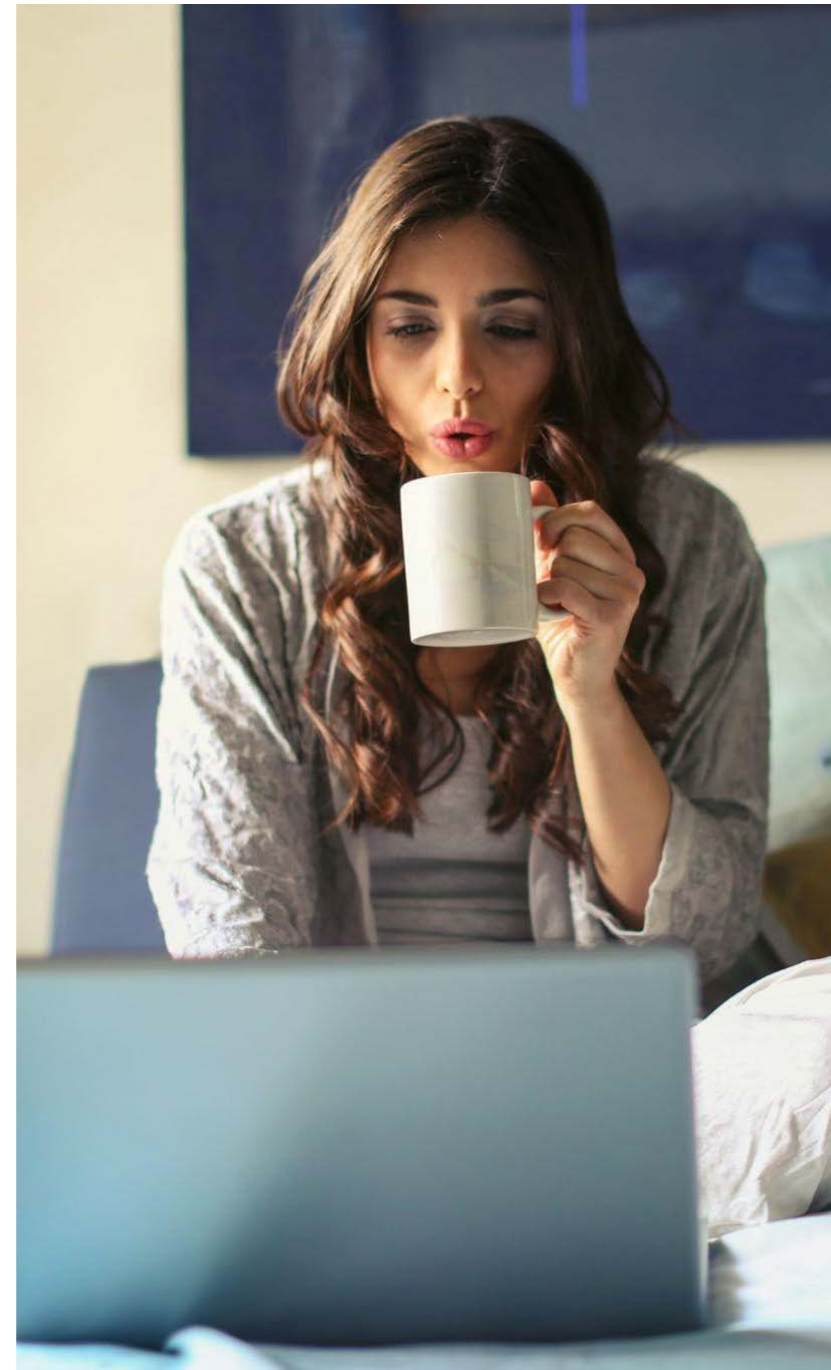
STOP THE DISAPPEARING

- 01 | **Keep a tick list.**
- 02 | **Rotate who facilitates the meeting.**
- 03 | **Continue to meet on video regularly.**



GIVE YOUR PROJECTS LOVE

- 01 | **Ensure a functioning project owner.**
- 02 | **Project management software so everyone can see.**
- 03 | **Define your communication plan.**



SURGE PROJECTS FORWARD

- 01 | **Three hours where everyone is online together on a project.**
- 02 | **Some of the time is structured but most is just work.**
- 03 | **People call meetings or ask the entire group throughout.**

