



Soroptimist

2015 South Atlantic Regional Spring Conference
"Communication is the Key"

Intergenerational Communication

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**Williamsburg**
COUNSELING

Intergenerational Communication

Note what is being said.

How is it said?

What is being heard?

What is not being said?

Who is right?

“I remember a specific moment, watching my grandmother hang the clothes on the line, and her saying to me, ‘You are going to have to learn to do this,’ and me being in that space of awareness and knowing that my life would not be the same as my grandmother’s life.”

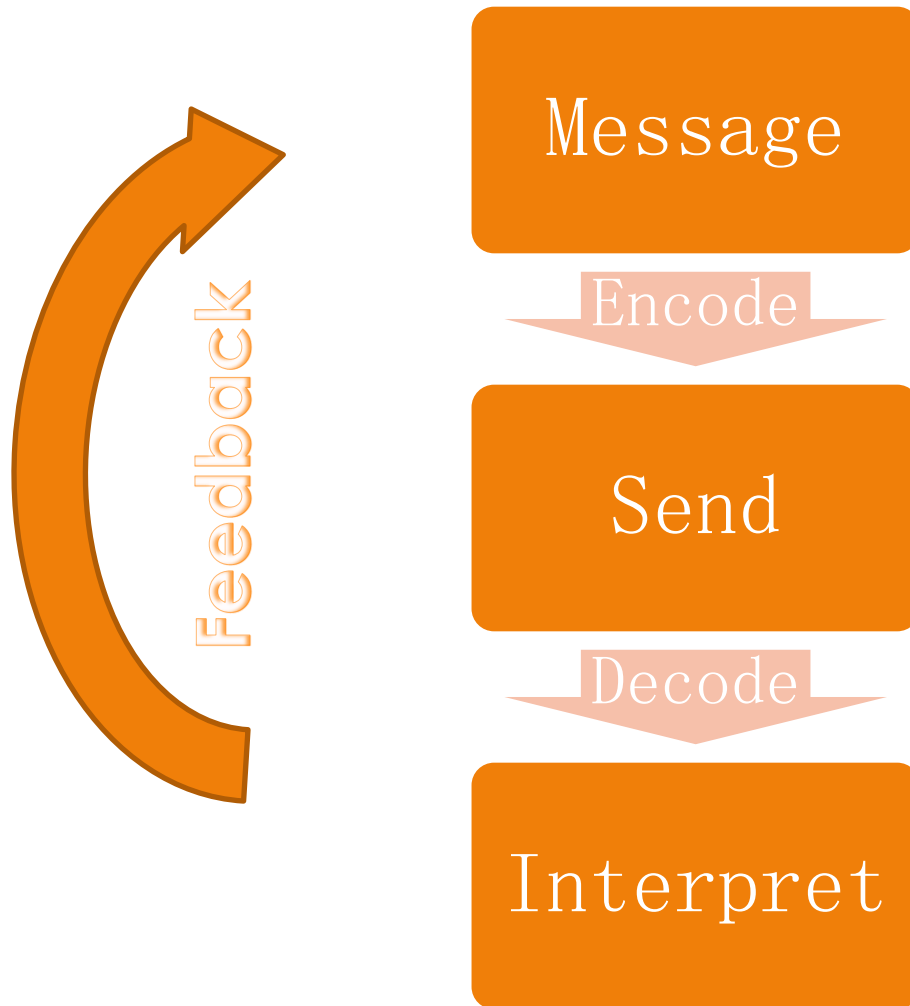
—Oprah Winfrey



We will cover

- Two components of intergenerational communication:
 - Life Cycle Stage
 - Generation
- Compare and contrast how lifecycle stage and generation influences communication
- Message styles and their impact
- Application of information
 - In communication scenarios
 - Soroptimist specific scenarios

Communication Cycle 101



Intergenerational Components

- Life Cycle stage

- Universal
- Lifespan

example: how/if to partner

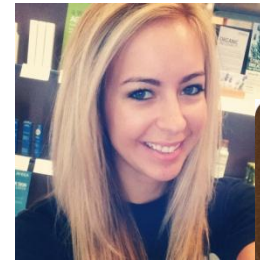
- Foundational framework driving behavior

- Cohort Generation

- Specific
- "My Generation"

example: how/if to partner

- Events, experiences & attitudes influence behavior



We all go through it...



HUMAN LIFE CYCLE

Life Cycle stage matters

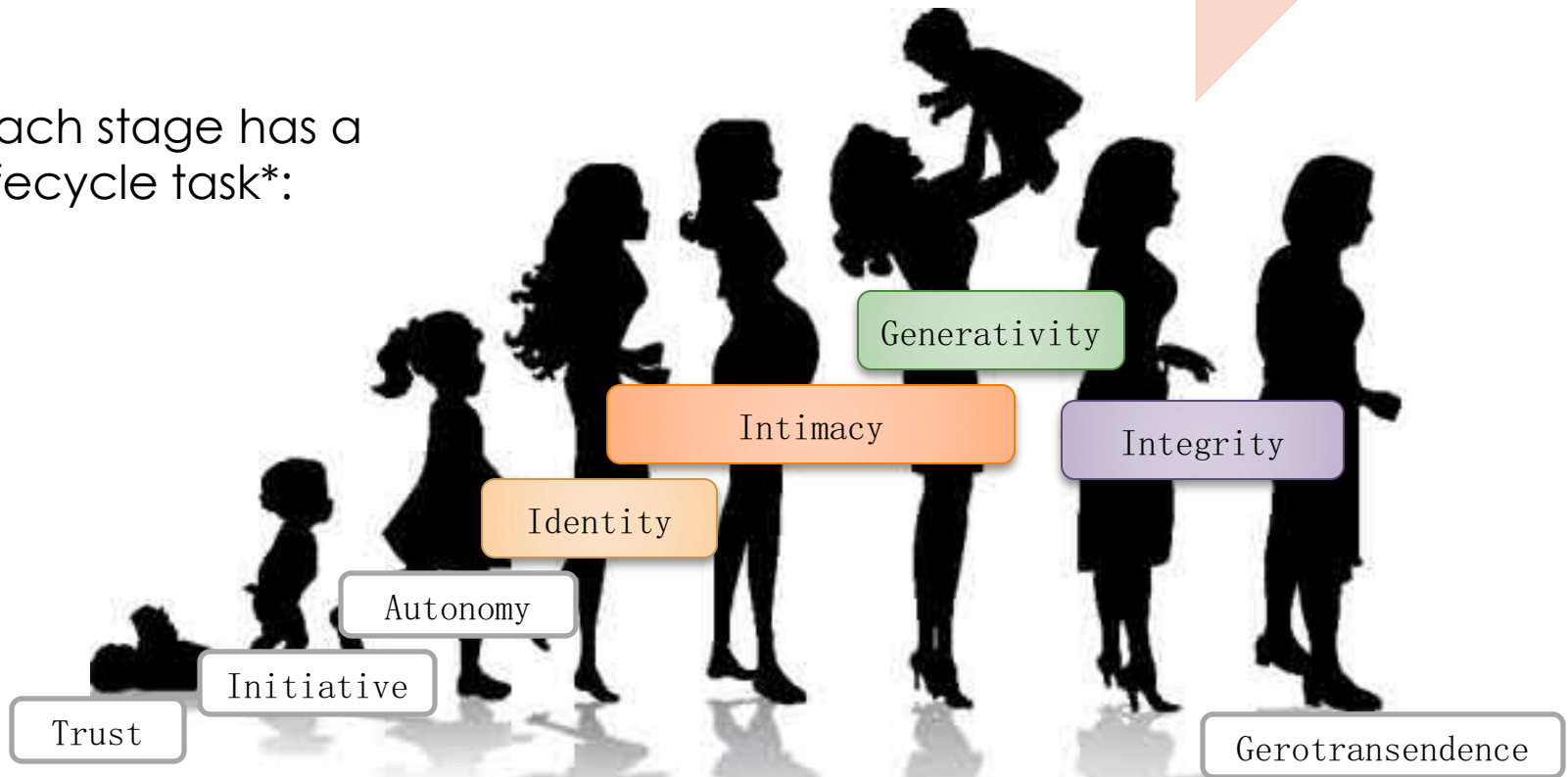
- Determines our focus
- Influences
 - Perspective
 - Understanding
- Frames ageism
 - “Nobody” wants to be “old”
 - Is this true???
 - Which age group is most “ageist”?



Human Life Cycle



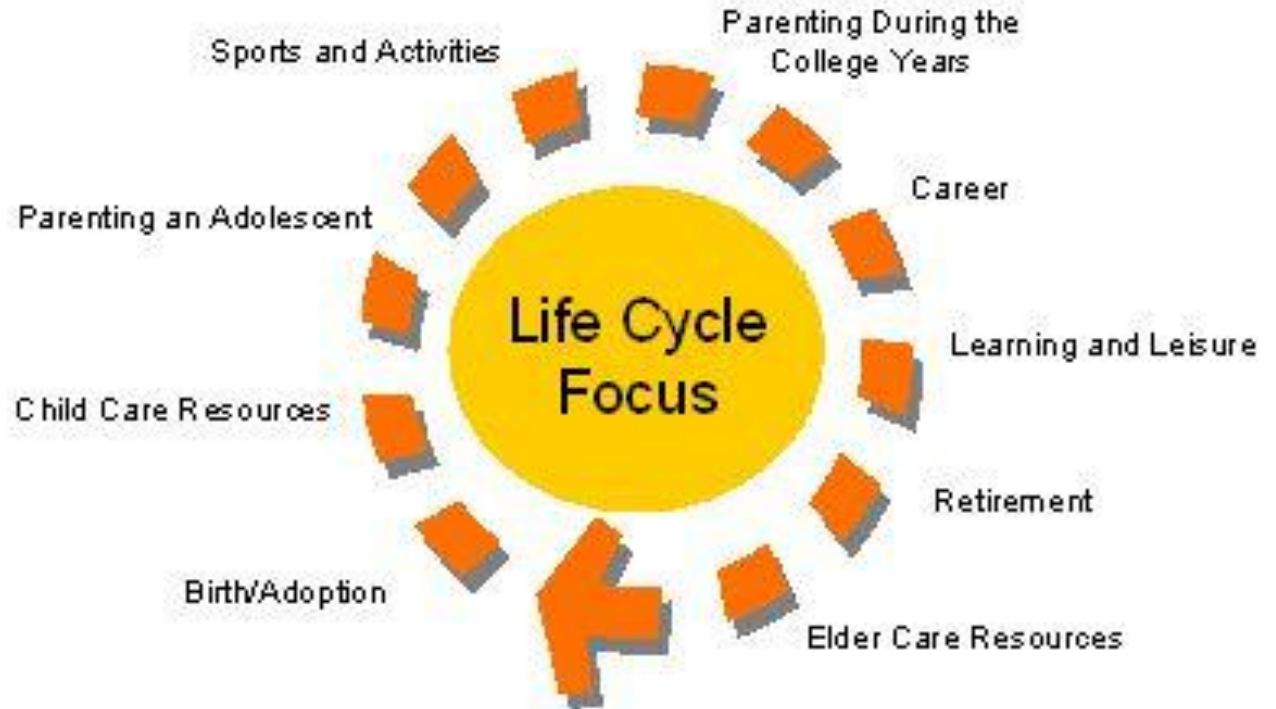
Each stage has a lifecycle task*:



*Erik Erikson's Stages of Human Development

Example: Life Cycle Focus

Consider women's lifecycle focus when communicating, serving, and recruiting.



Apply learning

- Look at your table, where are you in the life cycle? Where are others?
- If you don't have someone of another life cycle stage, imagine you did.
- What are the likely focuses?
 - What topics of conversation would be of mutual interest?
 - How might you bridge the stages?

Introducing...



THE FOUR GENERATIONS

Generation matters

- Events and conditions during our formative years
 - Defines who we are
 - Shapes our view
- Changing demographics
 - Living longer
 - Intermingling more
 - Less hierarchy

THE FOUR GENERATIONS

The Veterans



1922-1945

Baby Boomers



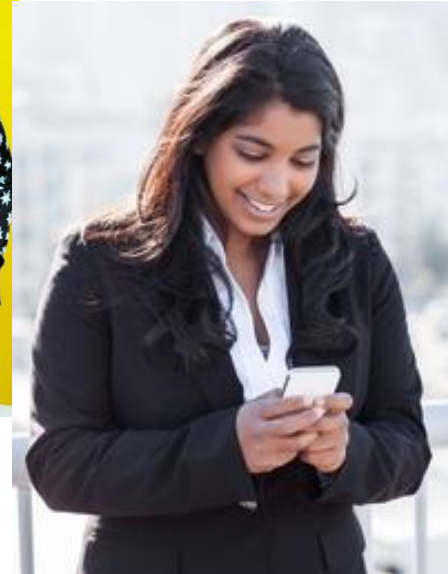
1945-1960

Gen X



1960-1980

Millennials



1980-2000

WHAT STRIKES YOU ABOUT THE TREND OF THESE PHOTOS?

The Veterans

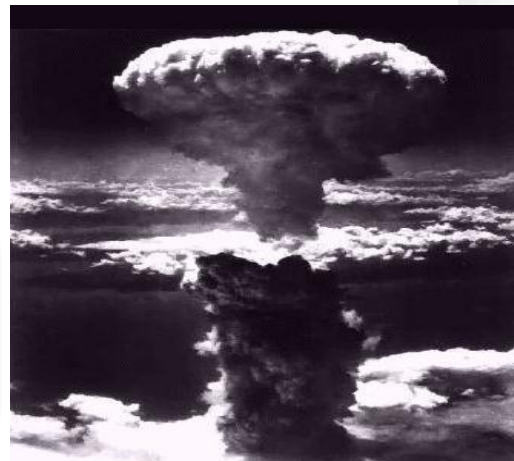
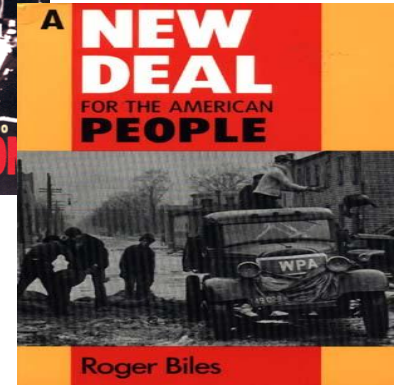
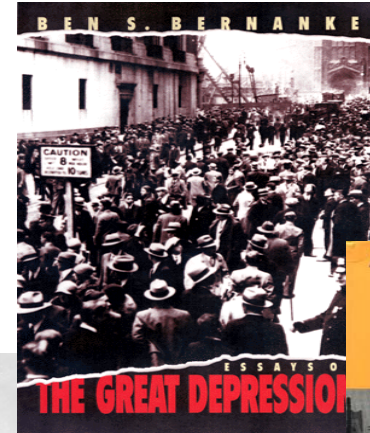


1922-1945

- “The Greatest Generation”
- “The Silent Generation”

The Veterans Events

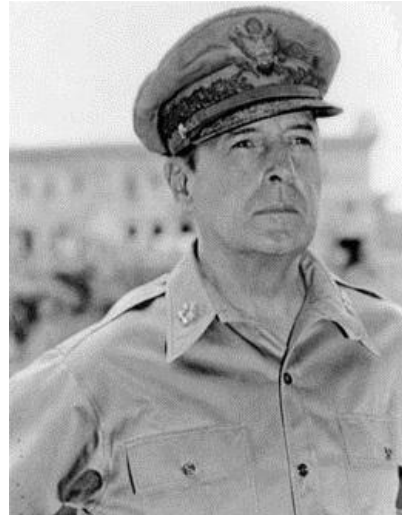
- Great Depression
- New Deal
- WWII
- Korean War
- Atomic Bomb



How would these events shape you?

The Veterans Values

- Hard Work
- Frugality
- Dedication & Sacrifice
- Honor/Respect for Rules
- Sacrifice



"Duty, Honor, Country. Those three hallowed words reverently dictate what you ought to be, what you can be, what you will be."

Douglas MacArthur

Veterans characteristics

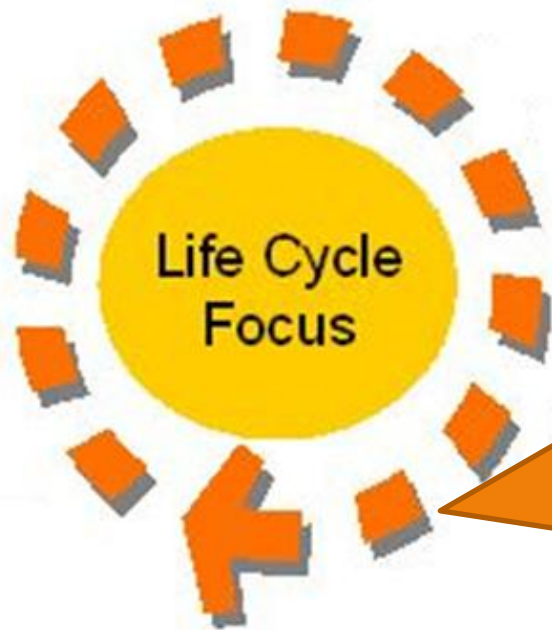
- Leadership style
 - Direct, Command & Control
- Communications
 - Formal/memo, One on One
- Interaction
 - Individualist
- Other
 - No news is good news
 - Experience is respected
 - Education was a dream
 - Save \$, pay with cash
 - Traditional family

More about the Veterans

- Conservative somewhat dressy clothing
- Neatly trimmed hair
- Marx Brothers,
Rat Pack, Big Bands, Big cars
- Sex on the honeymoon
- Heroes: FDR, Superman, Patton
- Memorabilia: Juke Boxes, Lone Ranger, Charlie McCarthy



Veterans Life Cycle Focus



Integrity:

- Retirement
- Managing income & expenses
- Estate planning
- Marital/family relationships
- Medical issues
- Grandparenting



The Baby Boomers

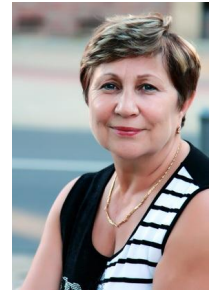


1945-1960

- “The Me Generation”
- “Boomers”

Baby Boomers Events

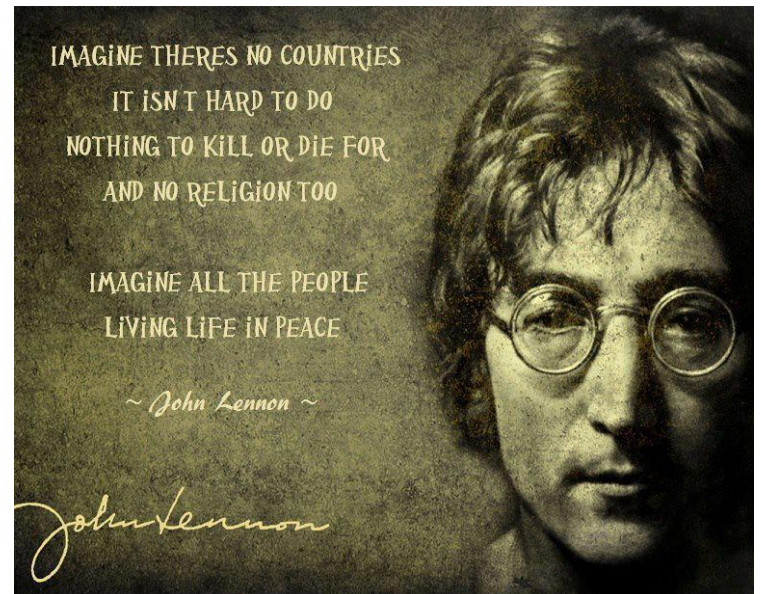
- Civil Rights
- Space Travel
- Cold War
- Sexual Revolution
- Assassinations



How would these events shape you?

Baby Boomers Values

- Individual Choice
- Community Involvement
- Self-actualizing
- Health and wellness
- Prosperity
- Ownership



Boomers characteristics

- Leadership style
 - Consensual, Collegial
- Communications
 - In person
- Interaction
 - Team player, loves meetings
- Other
 - Love title recognition
 - Money
 - You are valued & needed
 - Education is a birthright
 - Family disintegration
 - Buy now pay later
 - Affluent

More about the Boomers

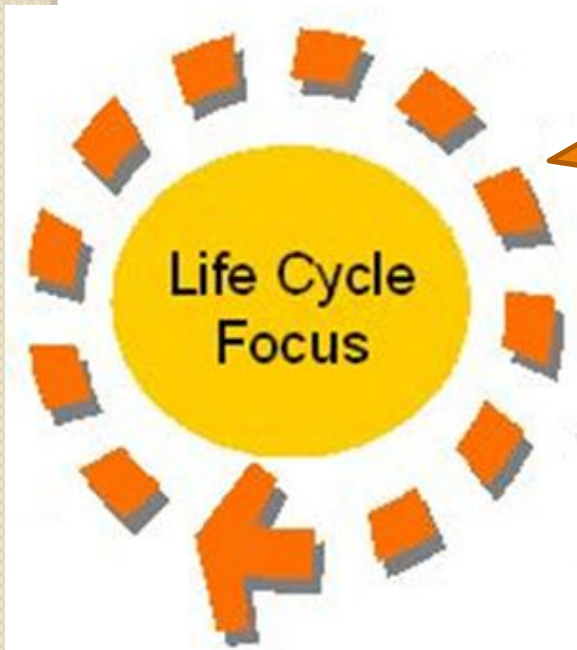
- Longer hair
- Designer suits & glasses (trendy)
- Beatles, Lassie, Drive in, Mickey Mouse Club, M*A*S*H
- Sex in the back seat
- Heroes: JFK, MLK, John Glenn, John Lennon, Gandhi
- Memorabilia: TV Dinners, Fallout shelters, Hula Hoops, Peace Sign, Poodle skirts



Boomers Life Cycle Focus

Generativity/Integrity:

- Savings & debt management
- Retirement
- Estate planning
- Anxiety/depression/self-esteem
- “Sandwiched” or Grandparenting



Generation X

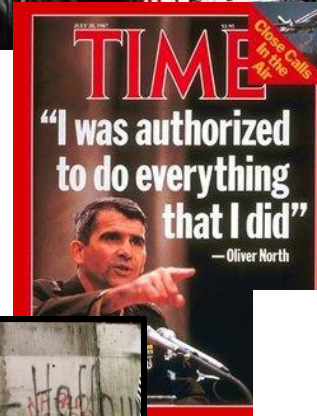
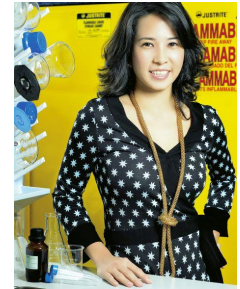


1960-1980

- “The MTV Generation”
- “Xers”

Generation X – Events

- Women's Liberation
- Energy Crisis
- Iran-contra
- Emerging Technology
- Fall of Berlin Wall
- MTV



How would these events shape you?

Generation X – Values

- Diversity
- Techno Literacy
- Fun & Informality
- Self-reliance/autonomy
- Friends, not family
- Pragmatism

**FRANKIE
SAYS
RELAX**

Gen X characteristics

- Leadership style
 - Everyone is the same
 - Challenge others
- Communications
 - Direct, Immediate
- Interaction
 - Entrepreneurial
- Other
 - Freedom is the best reward
 - Latch Key Kids
 - Money cautious. Save-save
 - Education is way to get there
 - Sorry to interrupt, but how am I doing?

More about Generation X

- May wear functional clothing
- Any hair style,
- Tattoos or nose rings
- Snoop Doggy Dog, Friends, 90210, Cosby
- Video Games
- Latchkey kids
- Malls
- Cube farms, career lattice
- Sex "On the Internet"
- Heroes: Michael Jordon, Ronald Reagan, Magic Johnson
- Memorabilia: Brady Bunch, Pet Rocks, Platform shoes, ET, Sesame Street, Cabbage Patch Dolls



Gen Xer Life Cycle Focus

Intimacy/Generativity:

- Single income with children
- Savings
- Divorce
- Career vs marriage & family
- Parenting- they do it
- Relationships – Urban tribe



Millennials

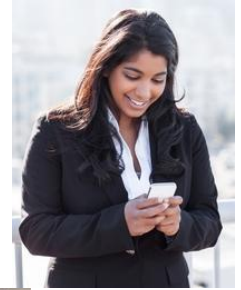


1980-2000

- "Generation Y"
- "Echo Boomers"
- "Generation Next"

Millennial Events

- 9-11, Oklahoma City
- School Shootings
- Technology
- Clinton/Lewinsky
- Conservative Values



How would these events shape you?



Millennial Values

- Self-expression over self-control
- Marketing & branding self is important
- Violence is acceptable
- Fear living poorly (lifestyle)
- Respect must be earned



Millennial characteristics

- Leadership style
 - TBD
- Communications
 - E-mail
 - Voice Mail
 - Cell phone (text, Facetime, Viber, Snapchat, Apps)
- Interaction
 - Participative
 - Exceptional Multi-taskers
- Other
 - Meaningful work
 - Whenever I want it I can push & click
 - Will work with other bright & creative people
 - Merged families
 - Earn money to spend it
 - Celebrate diversity, global perspective

More about Millennials

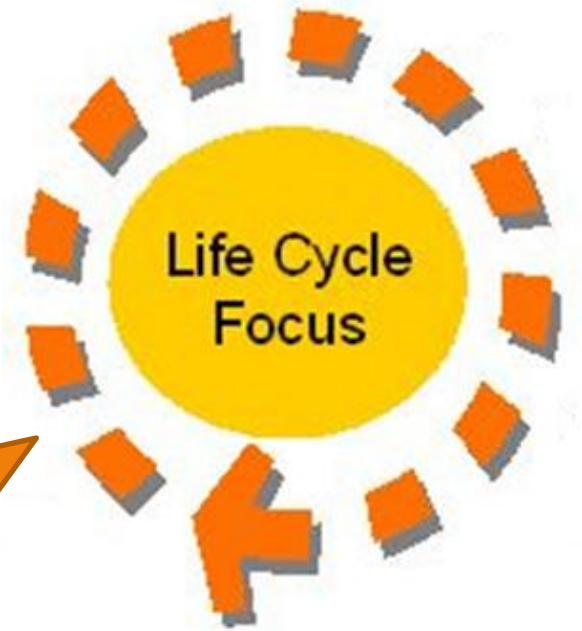
- May wear retro clothing, “in style hair”
- Body piercing
- Dawson’s Creek, The WB, Malcom in the Middle
- Life on the ‘net
- Sex-protected, love waits
- Heros: NYPD/NYFD, Parents, Mother Theresa, Steve Jobs, Tiger Woods
- Memorabilia: Barney, Mario Bros., Pokemon, Spice Girls,



Millennial Life Cycle Focus

Identity/Intimacy:

- Debt management
- Savings, loans, & credit
- Financially dependent on family
- Creating healthy relationships
- Cohabiting is advantageous
 - Low emotional risk
 - Financially beneficial
- Pregnancy



Check in!



HOW ARE WE DOING?

Pop Quiz!

- The events and conditions each of us experiences during our formative years help define who we are and how we view the world.

TRUE

FALSE

Pop Quiz!

- What concerns a teenager does not concern a grandmother. The stages every human being goes through as they age is called:

The Life
Cycle

Generational
Change

Pop Quiz!

- Which of the following identifies the four generations:
 - A. Veterans, Boomers, Xers, Generation Next
 - B. Silent Generation, Boomers, Xers, Echo Boomers
 - C. Greatest Generation, Me Generation, MTV Generation, Generation Y
 - D. Veterans, Boomers, Generation X, Millennials



**ALL OF
THEM!**

Putting it all together



**INTERGENERATIONAL
COMMUNICATION IN ACTION**

Intergenerational Communication

The Veterans



Millennials



Info flows in all directions.
Successful communication lets every generation be heard. No one has all the answers. Appreciate diversity and unique contributions.

Gen X



Baby Boomers



Generation Interaction

The
Veterans



Gen X

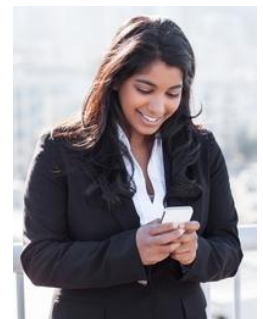


Veterans and Boomers tend
not to challenge
authority/status quo.
Can confuse and cause
resentment among Xers and
Millenials.

Baby
Boomers



Millennials



Generation Interaction

The
Veterans



Gen X

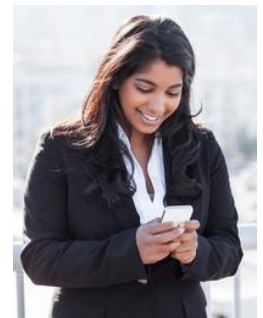


Xers and Millenials have had different life experience and have not experienced some life stages and may fail to activiley listen to Veterans and Boomers missing info and guidance.

Baby
Boomers



Millennials



Generations in your Organization

- Veterans

- Historians
- Wealth holders
- Keepers of organizations founding goals and beliefs

- Boomers

- Optimists
- Confident
- Team builders

- Generation X

- Autonomous
- Adaptable/resilient
- Ethnically diverse

- Millennials

- Tech natural
- Not job loyal (opportunistic)
- Prefer teams & diversity
- Mattering

The Veterans



Baby Boomers



Gen X



Millennials



Messaging across generations

- Veterans

- Seek no applause
- No news is good news!

- Boomers

- Give feedback, receive little
- Feedback once per year & lots of documentation

- Generation X

- Need positive feedback
- How am I doing?

- Millennials

- Feedback at the push of a button
- Mistake silence for disapproval

How does each generation respond to...?

- I remember when...
- Just do your job.
- You are right, but I am in charge!
- NO.
- The kid wants a promotion after six months on the job
- We going to adopt new software.

Veterans



Boomers



Gen X



Millennials



Intergenerational Communication

The Veterans



Millennials



Message style is important in intergenerational communication.

Gen X



Baby Boomers



Message Style & Impact

- Message styles that may appear informative and helpful to one generation might seem formal and “preachy” to another.

Which intergenerational combination supports this example?

Message Style & Impact

- Critical information an “Xer” thinks is immediate and honest can seem hasty or even inappropriate to other generations.

Which generation(s) would have difficulty with this style of feedback?

Message Style & Impact

- Some older generations have been told that there is a time and place for communication. Younger generations haven't necessarily been taught this "rule."

Which generation(s) would have difficulty waiting for feedback?

Pop Quiz!

- Message styles are fairly consistent from generation to the next.

TRUE

FALSE

Pop Quiz!

- Communication across the generations has no real affect on the Soroptimist organization's recruitment, social functions, fundraising, project management or mission execution.

TRUE

FALSE

Table Task

- Select one of the following areas and brainstorm how improving intergenerational communication can benefit The Soroptimists.
 - Recruitment
 - Social functions
 - Fundraising
 - Management/leadership
 - Mission execution
 - Other area of your choice

Intergenerational Communication

The Veterans



Millennials



Each generation brings unique gifts and talents. Successful intergenerational communication will maximize your talents.

Gen X



Baby Boomers



Intergenerational Communication



REFLECTION

Intergenerational Communication- Reflect

Note what is being said.
Life Cycle influences?
Generation influences?
How could it be
different?

“I remember a specific moment, watching my grandmother hang the clothes on the line, and her saying to me, ‘You are going to have to learn to do this,’ and me being in that space of awareness and knowing that my life would not be the same as my grandmother’s life.”



-Oprah Winfrey

Questions? And thank you!

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