

Mind the Generation Gap



Communication
Differences and Expectations

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Maturists
(Pre 1945)



Baby Boomers
(1945-1960)



Generation X
(1961-1980)



Millennials
(1981-1995)



Generation Z
(1996-2010)



Generation Alpha
(2011-Present)





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The Six Generations

Maturists

(Pre 1945)



Maturists
(Pre 1945)

Best Way to Communicate



Phone Call

Written Words



Motivators:

- Jobs for life
- Respect for authority
- Discipline
- Traditions

Work Ethic:

- Work Hard
- Company first
- Dedicated

Technology Influences:

- Cars

Attitude Towards Teamwork:

- Works well with others in a team environment

What They Value

- They have seen more than any of us could imagine
- They want to enjoy life and share their lessons learned

Preferred Communication

- Formal Letter

Preferred Frequency of Feedback

- Scheduled and Face-to-face

Communication Tip

- Listen and learn, be open to hearing stories
- Respect their ideas, use eye contact and listen patiently



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The Six Generations

Baby Boomers

(1945-1960)



Baby Boomers
(1945-1960)

Best Way to Communicate



Phone Call

Face-to-face



Motivators:

- Anything is possible
- Team Oriented
- Value experience
- Mentoring

Work Ethic:

- Workaholic
- Quality
- Work ethic = production

Technology Influences:

- Television and Telephone

Attitude Towards Teamwork:

- Learned to work early on in teams at home and school

What They Value

- Respect and tradition from their younger counterparts
- Fear of losing the traditions they hold dear

Preferred Communication

- Face-to-Face
- One-to-one, not in large groups

Preferred Frequency of Feedback

- Scheduled

Communication Tip

- Respecting a boomer's life experience and opinion is key
- Present various solutions to a problem



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The Six Generations

Generation X

(1961-1980)



Generation X
(1961-1980)

Best Way to Communicate



Emails

Face-to-face



Motivators:

- Diversity
- High job expectations
- Individuality
- Work-life balance

Work Ethic:

- Self-reliant
- Asks questions
- Needs structure and direction

Technology Influences:

- Personal Computers
- Internet & Email
- Cell phones

Attitude Towards Teamwork:

- Prefer individual work

What They Value

- Shared responsibility
- Want partners, helpers, and support from people around them

Preferred Communication

- Face-to-Face
- Phone & emails ok

Preferred Frequency of Feedback

- Scheduled

Communication Tip

- Address their needs and take pressure away from them
- Like challenges & don't need sugarcoating receiving bad news



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The Six Generations

Millennials

(1981-1995)



Millennials
(1981-1995)

Best Way to Communicate



Online

Text



Motivators:

- Self-confident
- Flexible work environment
- Career guidance
- Timely feedback
- Transparency

Work Ethic:

- Ambitious
- Excellent at multitasking
- Creative expression

Technology Influences:

- Social media / YouTube
- Smart phone
- Tablet

Attitude Towards Teamwork:

- Comfortable switching between individual work and teamwork
- Harnessing collaboration

What They Value

- Self-expression and have their opinion represented
- Love to express themselves, add their own mark

Preferred Communication

- Emails & Text
- Digital

Preferred Frequency of Feedback

- Weekly or on demand

Communication Tip

- Ask opinion, value their ideas, & let them help create solutions
- Approach them in the brainstorming stage



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The Six Generations

Generation Z

(1996-2010)



Generation Z
(1996-2010)

Best Way to Communicate



Video Chat

Text



Motivators:

- Work aligns with life
- Coaching
- Reverse mentoring
- Continuous feedback
- Inclusion
- Transparency

Work Ethic:

- Gratifying
- Fulfilling work
- Wants a mentor

Technology Influences:

- Social media / Virtual Reality
- Self-driving Cars
- 3D Printing

Attitude Towards Teamwork:

- Prefer collaborative work environments

What They Value

- Fast and entertaining, information quick at their fingertips
- Direct and fun communication

Preferred Communication

- Text or instant messaging
- Video Chat: Zoom, Google Meet, FaceTime, & Social Media

Preferred Frequency of Feedback

- Instantaneous
- Daily check ins

Communication Tip

- Get right to the point, use the tools they already are
- Make it bite-sized and fun, beware of lectures



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The Six Generations

Generation Alpha (2011-Present)



Generation Alpha
(2011-Present)

Best Way to Communicate



Video Chat

Text



Motivators:

- Make a difference in the world
- Socially aware
- Ethical sourcing
- Shaped by Covid

Work Ethic:

- less structured
- hands-on

Technology Influences:

- Tablet computers in school
- Remote/virtual learning
- Streaming services
- Artificial Intelligence (AI)

Attitude Towards Teamwork:

- Prefer to actively co-create in teams

What They Value

- Make a difference in the world, improve the environment
- A sense of community; most importantly digitally

Preferred Communication

- Text or instant messaging
- Video Chat: Zoom, Google Meet, FaceTime, & Social Media

Preferred Frequency of Feedback

- Instantaneous & quick
- Direct feedback

Communication Tip

- Talk about and act upon the issues that they care about
- Create engaging, interactive experiences



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The Six Generations

Tips for Adapting Communication Across the Generations

Promote Open Communication:

- Engage in regular feedback and open discussion
- Encourage a culture of continual learning
- Adapt your style, be flexible in your approach
- Accommodate different preferences



Implement Mentorship Programs:

- Assign the juniors to the seasoned mentors
- Promote sharing of knowledge
- Build intergenerational relationships



Celebrate Diversity:

- Honor & recognize the generation differences
- Focus on the advantages of each generation



Encourage Flexibility:

- Accept that needs and working styles might differ
- Provide opportunities for fresh ideas
- Be open to personalized work strategies



Group Question: + •



Should managers be expected to tweak their management style based on the generation of each person within their team?

Should employees, in reverse, be expected to change their communication style based on the generation of management above them?



Thank you!

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Questions?

