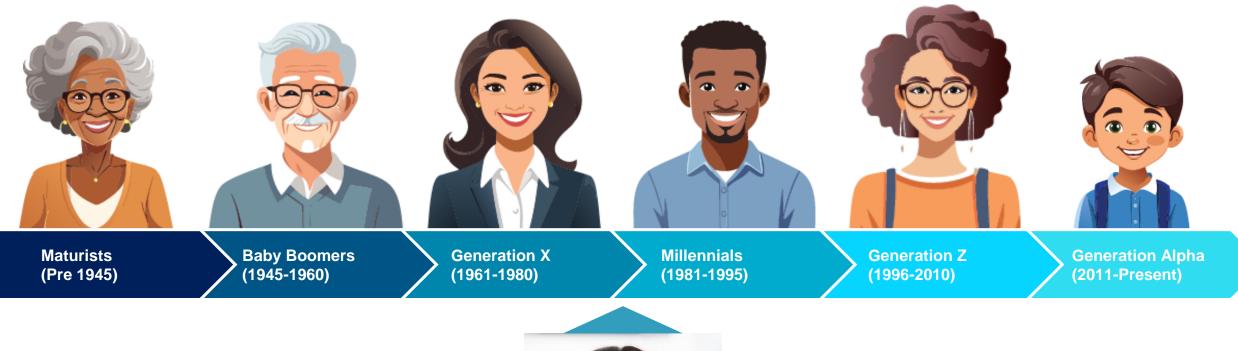
Mind the Generation Gap ⁺ • Communication



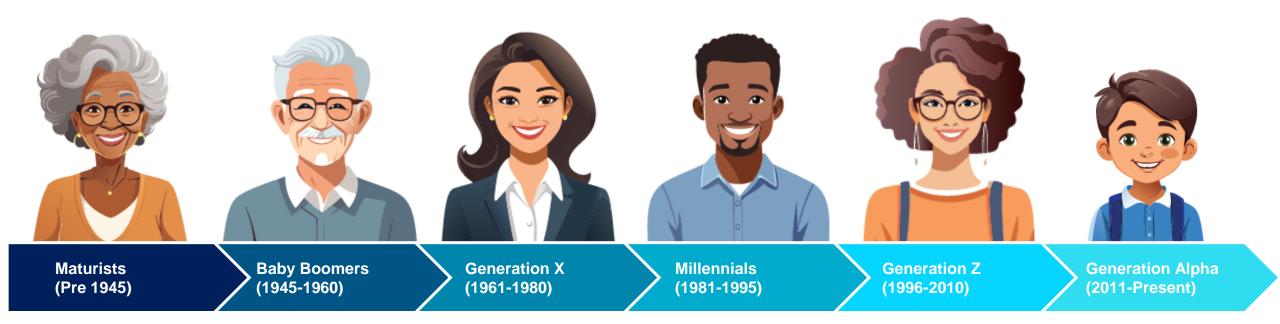


Shirlyn Betts Director of Bids & Proposals AIRBUS U.S. Space & Defense, Inc.

APMP Pacific NW Chapter Annual Training Day September 13, 2024









Best Way to Communicate

Written Words

Phone Call

Motivators:

Jobs for life
Respect for
Traditions authority

Work Ethic:

- Work Hard
 Dedicated
- Company first

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

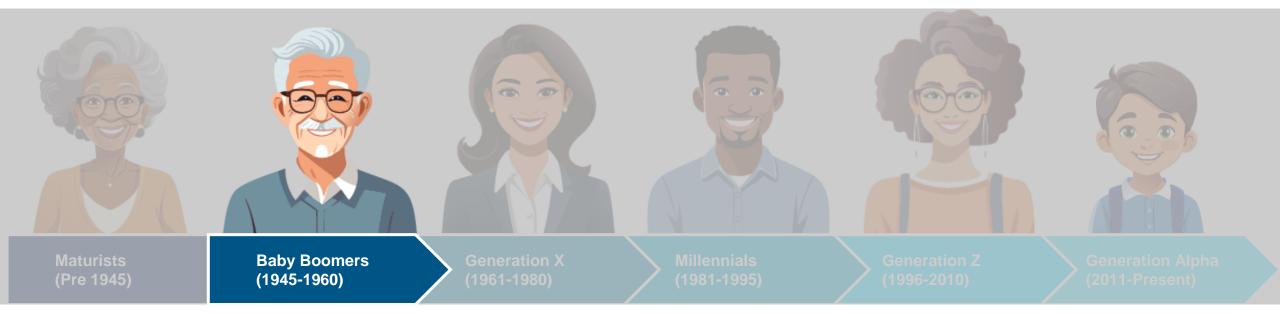
Preferred Communication

• Formal Letter

Preferred Frequency of Feedback

• Scheduled and Face-to-face

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



Baby Boomers (1945-1960)



Motivators:• Anything is
possible• Value
experience• Team
Oriented• MentoringWork 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

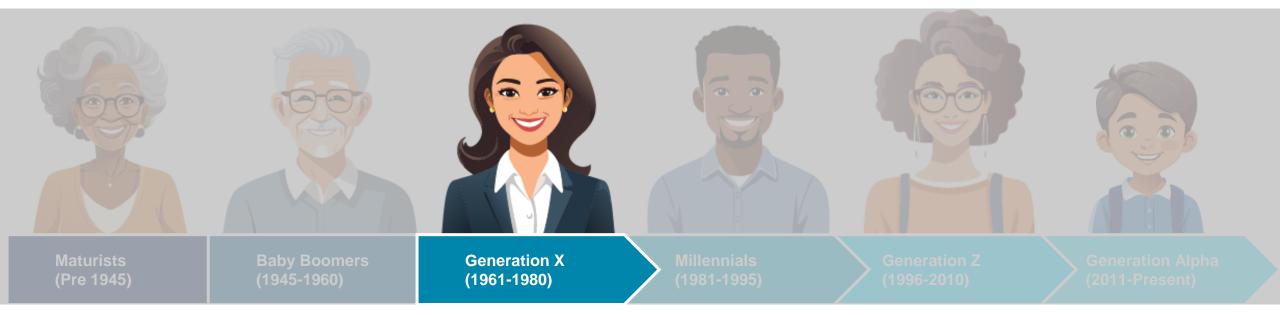
Preferred Communication

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

Preferred Frequency of Feedback

Scheduled

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



Generation X (1961 - 1980)



Motivators:

 Diversity Individuality • High job • Work-life expectations balance

Work Ethic:

 Self-reliant
 Needs Asks structure and questions 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

- Phone & emails ok

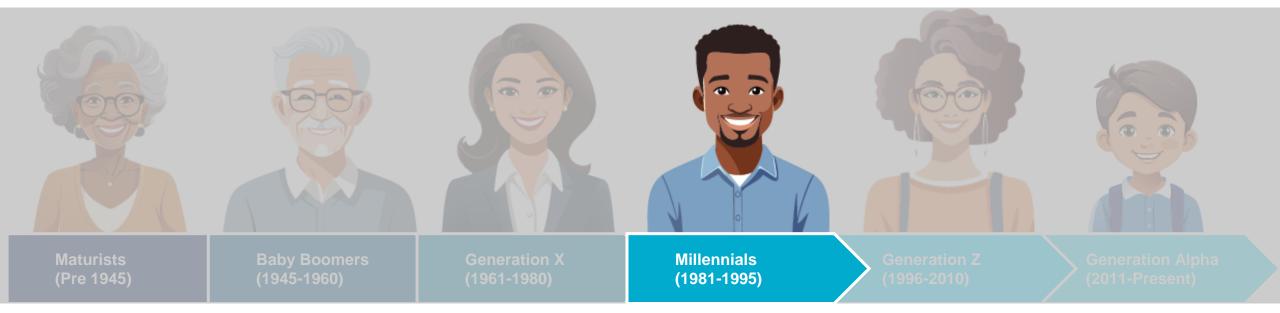
Preferred Frequency of Feedback

Scheduled

Communication Tip

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

• Face-to-Face



Millennials (1981-1995)



Millennials (1981-1995)

Best Way to Communicate



Motivators:

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

Work Ethic:

- Ambitious
 Creative
- Excellent at expression multitasking

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

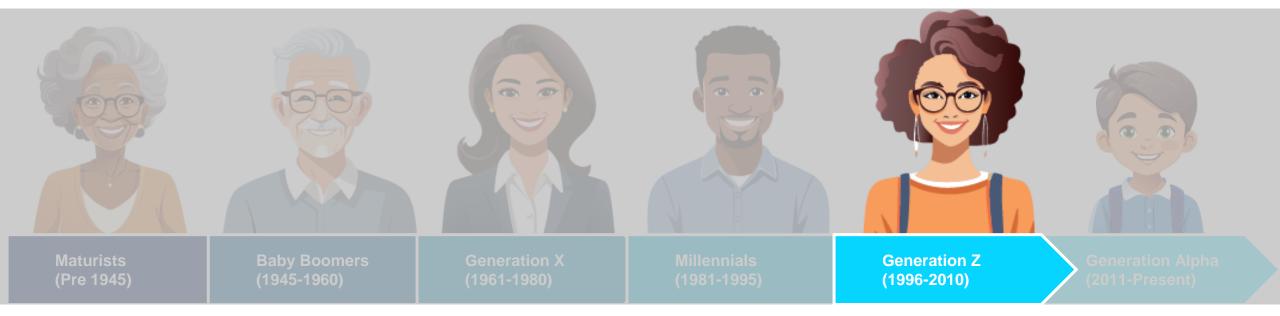
Preferred Communication

- Emails & Text
- Digital

Preferred Frequency of Feedback

Weekly or on demand

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



Generation Z (1996-2010)



Motivators:

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

Work Ethic:

- Gratifying
 Wants a
- Fulfilling work 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

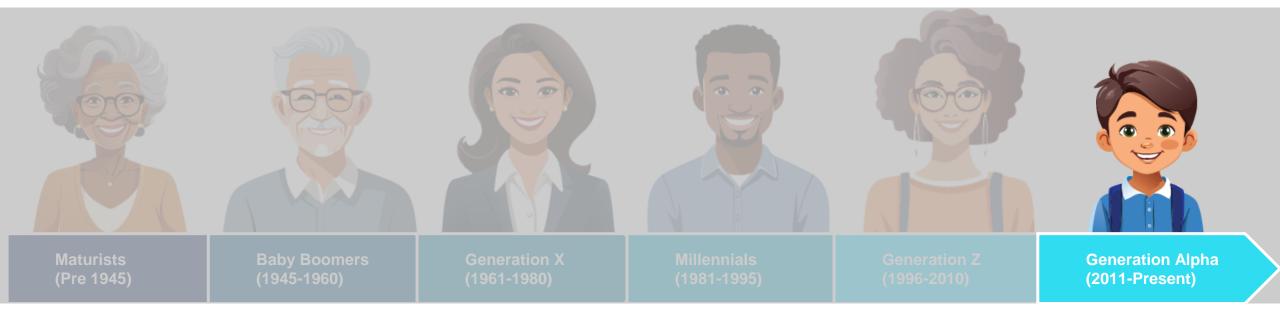
Preferred Communication

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

Preferred Frequency of Feedback

- Instantaneous
- Daily check ins

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



Generation Alpha (2011-Present)



Video Chat

Motivators:

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

Work Ethic:

less
 hands-on
 structured

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

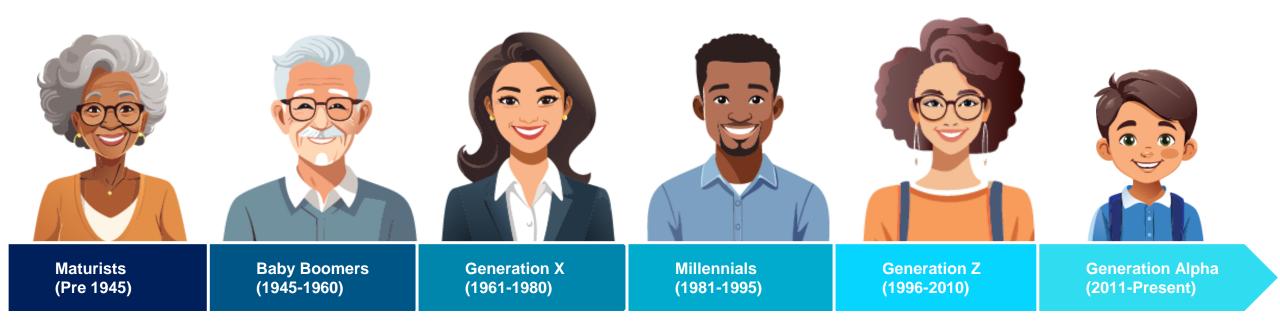
Preferred Communication

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

Preferred Frequency of Feedback

- Instantaneous & quick
- Direct feedback

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



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?





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Questions?

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