LEAD & WORK ACROSS GENERATIONS

STRATEGIES FOR CONNECTING & ENGAGING A MULTI-GENERATIONAL WORKFORCE

by Ryan Jenkins
ryan@ryan-jenkins.com
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>
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</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>
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</table>
Global average human lifespan has increased from 31 years in 1900 to 72 years in 2020, a 41 year increase. The generations are Builders, Boomers, Gen X, Millennials, Gen Z, Gen Alpha, and Gen ?.
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.
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.
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)
Examples

Not anomalies, but the preview.

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

Only 8% of U.S. college students don’t have access to Netflix [started streaming in 2007]

100,000x smaller & 7,000,000,000x more powerful than a computer in the early 1970s

TD Ameritrade & Etrade = 15 million since 1971
Blockchain Inc = 24 million since 2011

Avg tenure in 1965 = 33 years / by 2026 = 14 years
half of today’s firms will be replaced in 10 years
ELEVATED EXPECTATIONS
EFFORTLESS & SEAMLESS

TECHNOLOGY
INTERNET
EXPONENTIAL TIMES
MILLENNIALS GEN Z

dglassdoor
<table>
<thead>
<tr>
<th>EMAIL</th>
<th><a href="mailto:ryan@ryan-jenkins.com">ryan@ryan-jenkins.com</a></th>
</tr>
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<tbody>
<tr>
<td>PODCAST</td>
<td>Next Generation Catalyst</td>
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<tr>
<td>SOCIAL</td>
<td>Ryan-Jenkins.com/linkedin</td>
</tr>
<tr>
<td>BOOKS</td>
<td>Ryan-Jenkins.com/author</td>
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Q&A and wrap-up
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<th>GENERATION Z</th>
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<tbody>
<tr>
<td><strong>SUMMARY</strong></td>
<td>Formal &amp; Direct</td>
<td>Informal &amp; Flexible</td>
<td>Authentic &amp; Fast</td>
<td>Transparent &amp; Highly Visual</td>
</tr>
<tr>
<td><strong>VIEW</strong></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><strong>ATTITUDE</strong></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.
- Ensure mobility throughout all communications.

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

### WORKING VARIATION PREFERENCES

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<td>A Place</td>
<td>A Means to an End</td>
<td>A Vehicle</td>
<td>Life</td>
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<tr>
<td><strong>VIEW</strong></td>
<td>Responsibility</td>
<td>Drive Outcomes</td>
<td>Fulfilling</td>
<td>Earn &amp; Learn</td>
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<tr>
<td><strong>ATTITUDE</strong></td>
<td>Loyalty is Rewarded</td>
<td>Work Hard, Play Hard</td>
<td>Work Smart</td>
<td>Work Fluidly</td>
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SUMMARY:
- **Boomers**: A Place
- **Generation X**: A Means to an End
- **Millennials**: A Vehicle
- **Generation Z**: Life

VIEW:
- **Responsibility**
- **Drive Outcomes**
- **Fulfilling**
- **Earn & Learn**

ATTITUDE:
- **Loyalty is Rewarded**
- **Work Hard, Play Hard**
- **Work Smart**
- **Work Fluidly**
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.

PROGRESS

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

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<th>Generation X</th>
<th>Millennials</th>
<th>Generation Z</th>
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</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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## Shift in Authority

### Leadership

<table>
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<tr>
<th>INFO GATHERING</th>
<th>LEADERSHIP APPROACH</th>
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<tbody>
<tr>
<td><strong>PAST</strong></td>
<td>![Diagram of hierarchical structure]</td>
</tr>
<tr>
<td><strong>FUTURE</strong></td>
<td>![Diagram of interconnected network]</td>
</tr>
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</table>

Coaching is the most effective leadership style for leading across generations.
GUIDE ON THE SIDE

Coach generations through their...

- Learnings
- Failures
- Success
LEADERSHIP
HOW TO COACH

RESIST ADVICE GIVING.
ASK MORE QUESTIONS.

#1 - What’s on your mind?
#2 - And what else?
#3 - What’s the real challenge here for you?
#4 - How can I help you?
#5 - What was most useful or valuable here for you?
AGENDA

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- STRATEGIES
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- Q&A
  - and wrap-up
TAKE THE LEARNING WITH YOU

text BONUS to (855) 909-1639

To: (855) 909-1639

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-enkins.com
A “This is always how we’ve done it” mindset is a slippery slope to irrelevance.

Prioritize WHY over the WAY
THANK YOU

ryan@ryan-jenkins.com
@theryanjenks
REFERENCES

- Gallup, How Millennials Want to Live and Work: https://news.gallup.com/reports/189830/e.aspx

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