





Baby Boomers born 1946-64



Who's in the room? **Generation X** born 1965-80

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What are the common generational differences you deal with as you work?

Influences

Boomers

Family Stories Schools Schools
Places of Worship
Radio
Billboards
Newspapers
Magazines Movies Neighbors Television

Influences

Generation Z

Cell Phones
Global Positioning Systems
Menu-Driven Software
Presentation Software
Presentation Software
Digital Still Photography
Text Messaging
World Wide Web
Meta-Search Engines
Digital Video Photography
Electronic Shopping Carts
Video Phones
Swipe Technology
Downloadable Entertainment
Mobisodes
Cookies
Social Networking Family Stories Schools Places of worship Radio Radio
Billboards
Newspapers
Magazines
Movies
Neighbors
Television
Calculators
Portable Radios
Portable Tape
Recorders
Cordless Phones Personal Computers Pagers Social Networking

In-text Advertising Blinks RFID Avatars Avatars
Motion Capture
Microblogging
Smart Phones
Deep Packet Inspection
Go-Tags
Addressable Ads Addressable Ads Chip and Pin Phone Bumping Mobile Wallets Driverless Vehicles Internet of Things Auto Vending

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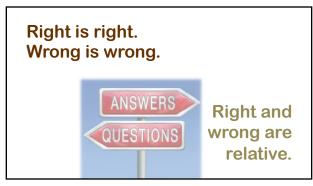
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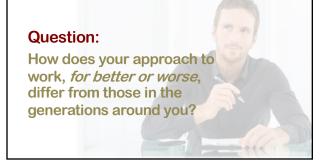


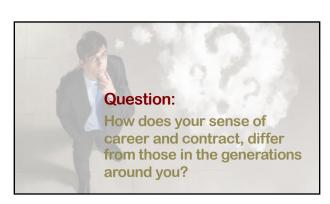
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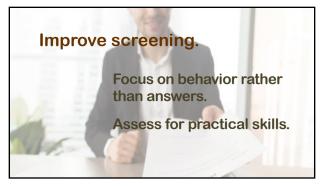
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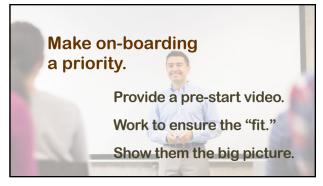


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Set clear expectations

Make them measurable.

Provide the reasoning.

Establish a "check-in" process.

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Establish communication protocols

Establish protocols

Consider training on phone and written communication

Enforce the protocols

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Train on the principles of coaching.

Work to obtain buy-in.

Invite rather than assign.

Implement Management Succession
Planning and Knowledge Transfer

Empathize with topping out.
Introduce opportunities for mentoring.
Provide temporary opportunities for supervision and leadership.

Assign an implementation champion.

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