



LEAD & WORK ACROSS

GENERATIONS

TO FOSTER CREATIVITY
AND INNOVATION

by Ryan Jenkins

ryan@ryan-jenkins.com



Do you experience
**cross-generational
friction?**

You're not **alone.**

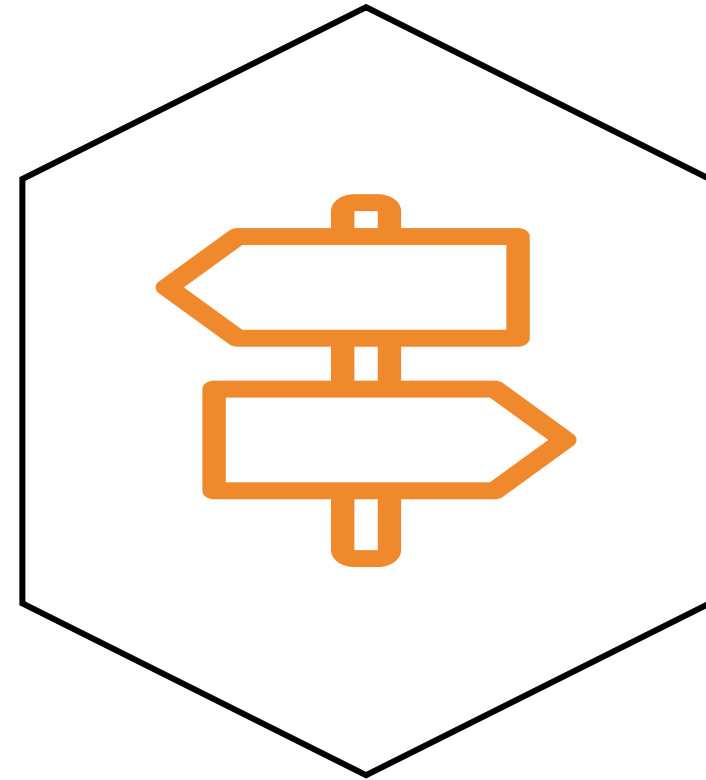
GENERATIONAL CHALLENGES

Y O U ' R E N O T A L O N E



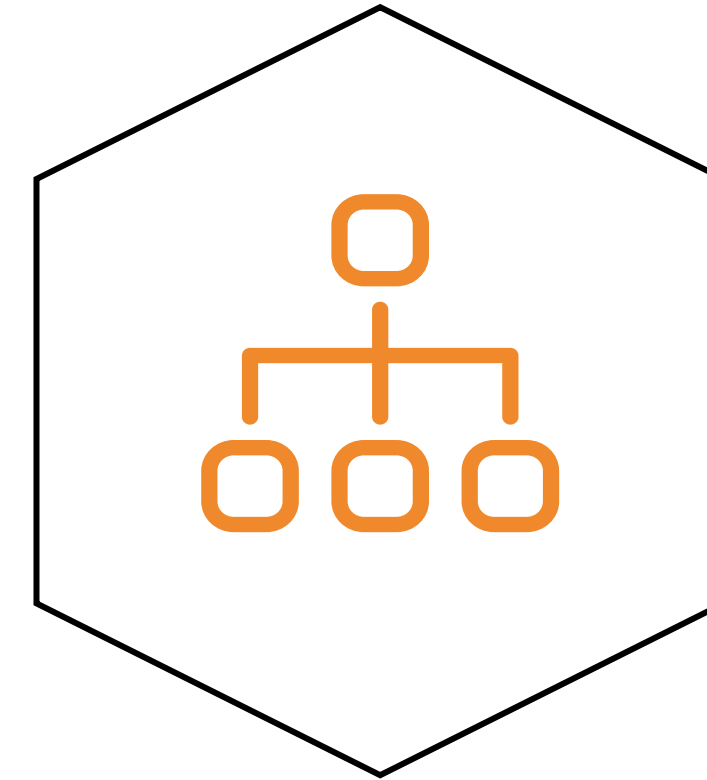
75%

of managers report that managing multigenerational teams is a challenge.



77%

of workers identify “different work expectations across generations” as a challenge.

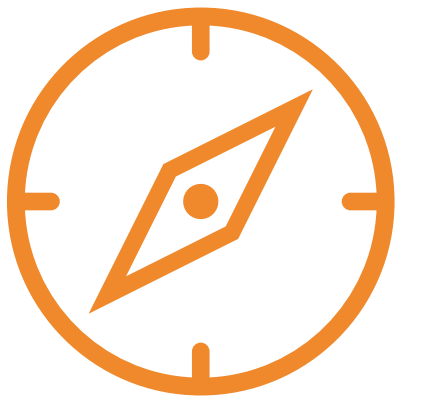


72%

of workers identify a lack of comfort with younger employees managing older employees.

OVERVIEW & PAYOFF

O F O U R T I M E T O G E T H E R



Today's global workforce is more **generationally diverse than ever before**, resulting in clashing **work styles, communication preferences, and leadership expectations.**

Today you'll discover **why.** And some **simple yet mighty solutions** to effectively communicate and work across generations.

AGENDA



GENERATIONS

overview & why
generational
gaps exist



STRATEGIES

to lead & work
across
generations

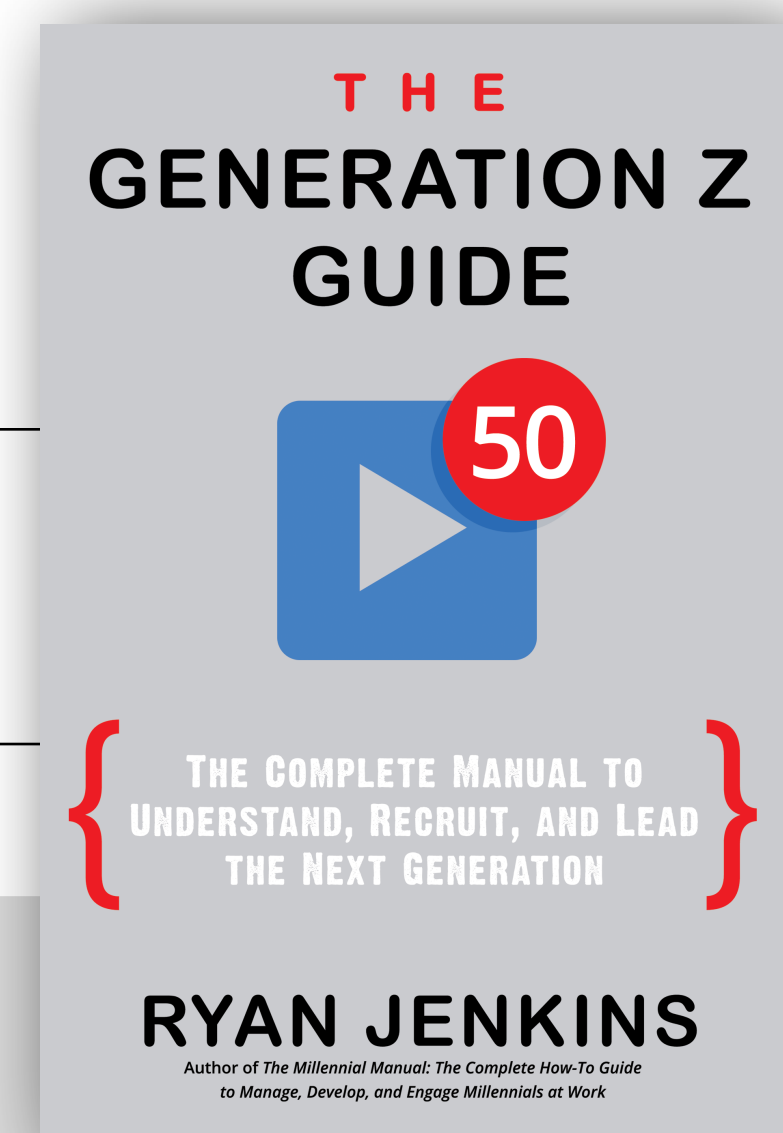


WRAP-UP

Q&A

PLUS: a competition to win a book!

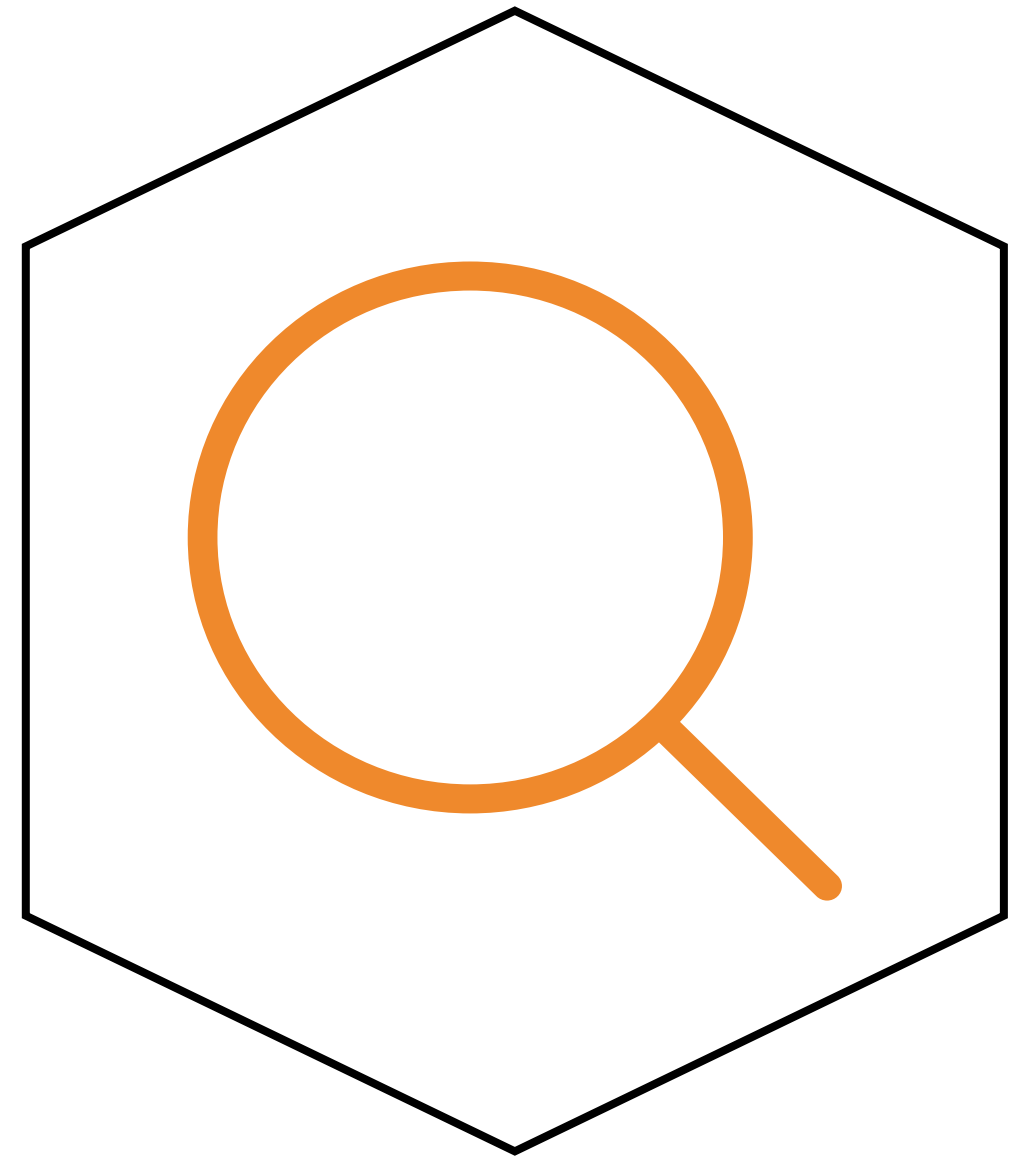
ryan@ryan-jenkins.com



THE GENERATIONS

GENERATION NAME	2021 AGE RANGE	GLOBAL POPULATION
GENERATION Z	6 - 23	28%
MILLENNIALS	24 - 40	27%
GENERATION X	41 - 56	20%
BABY BOOMERS	57 - 75	19%
BUILDERS	76 - 93	5%
G.I. GENERATION	94 <	1%

GENERATIONS ARE...



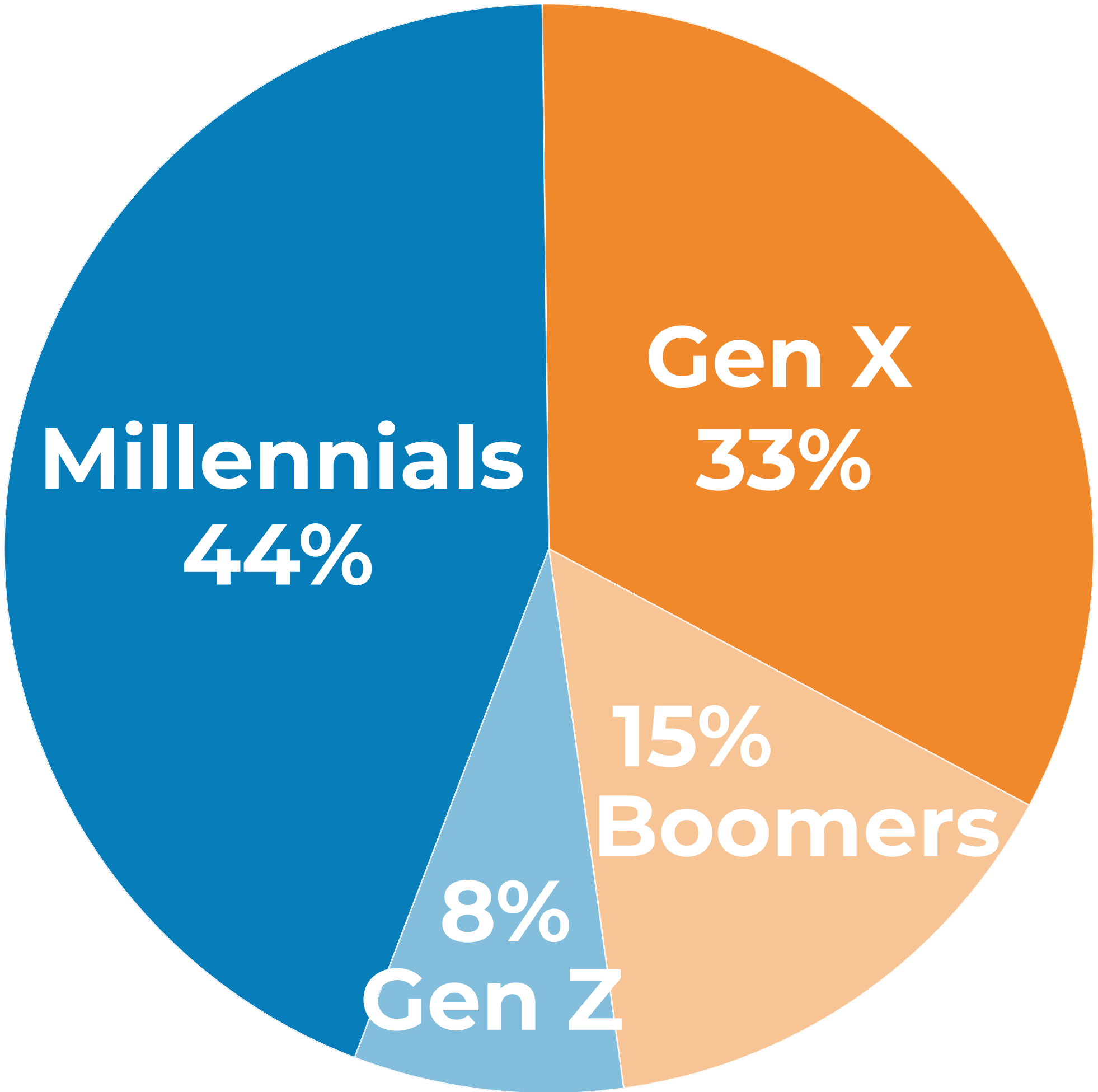
CLUES

not

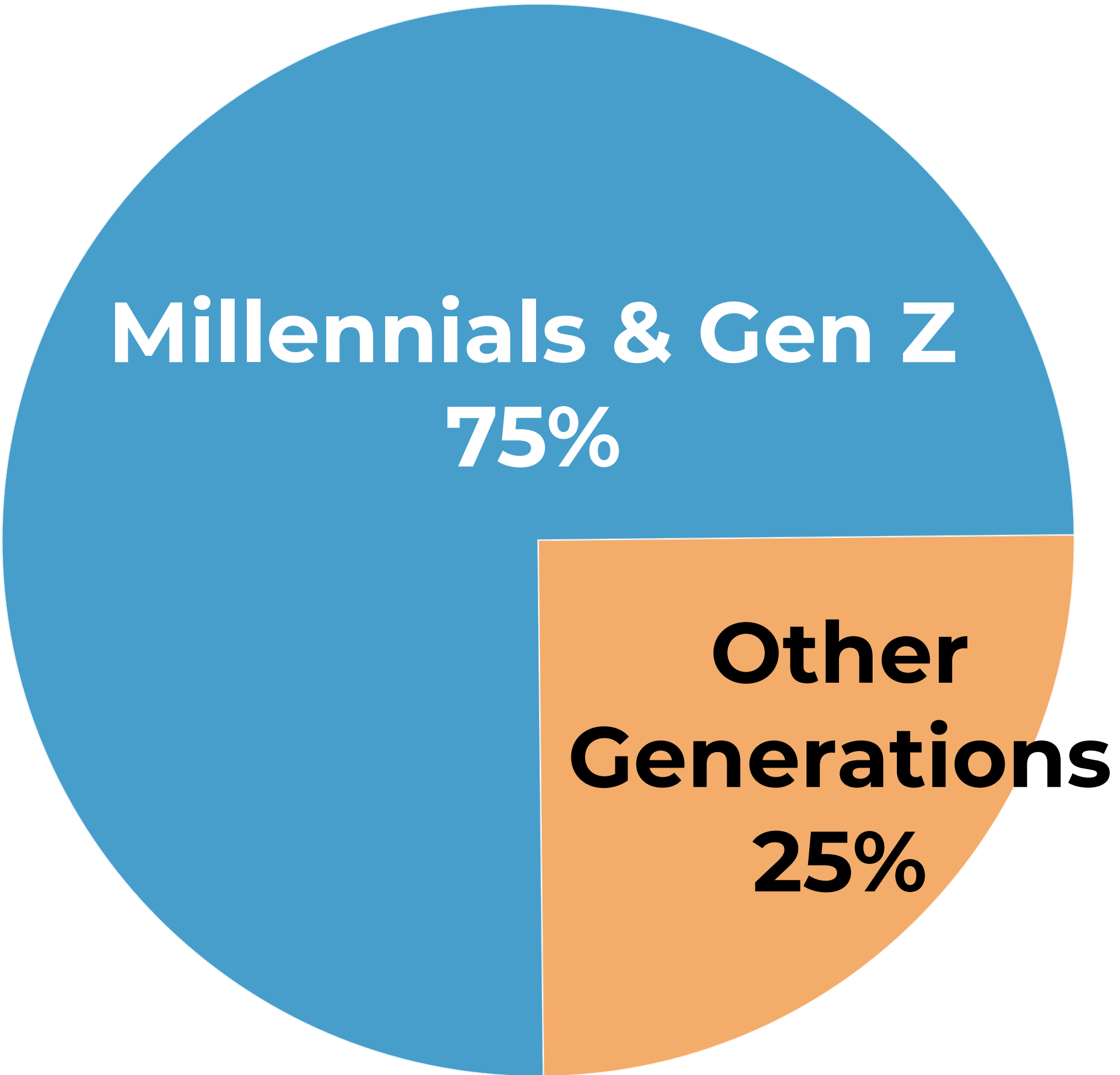
ABSOLUTES

Very **BIG clues** on how you lead, communicate, recruit, sell, etc.

GENERATIONS IN
THE GLOBAL WORKFORCE



2021



2030

A S E I S M I C S H I F T C A U S I N G
GENERATIONAL FRICTION



WHY GENERATIONS MATTER

S O M U C H I S A T S T A K E



52%

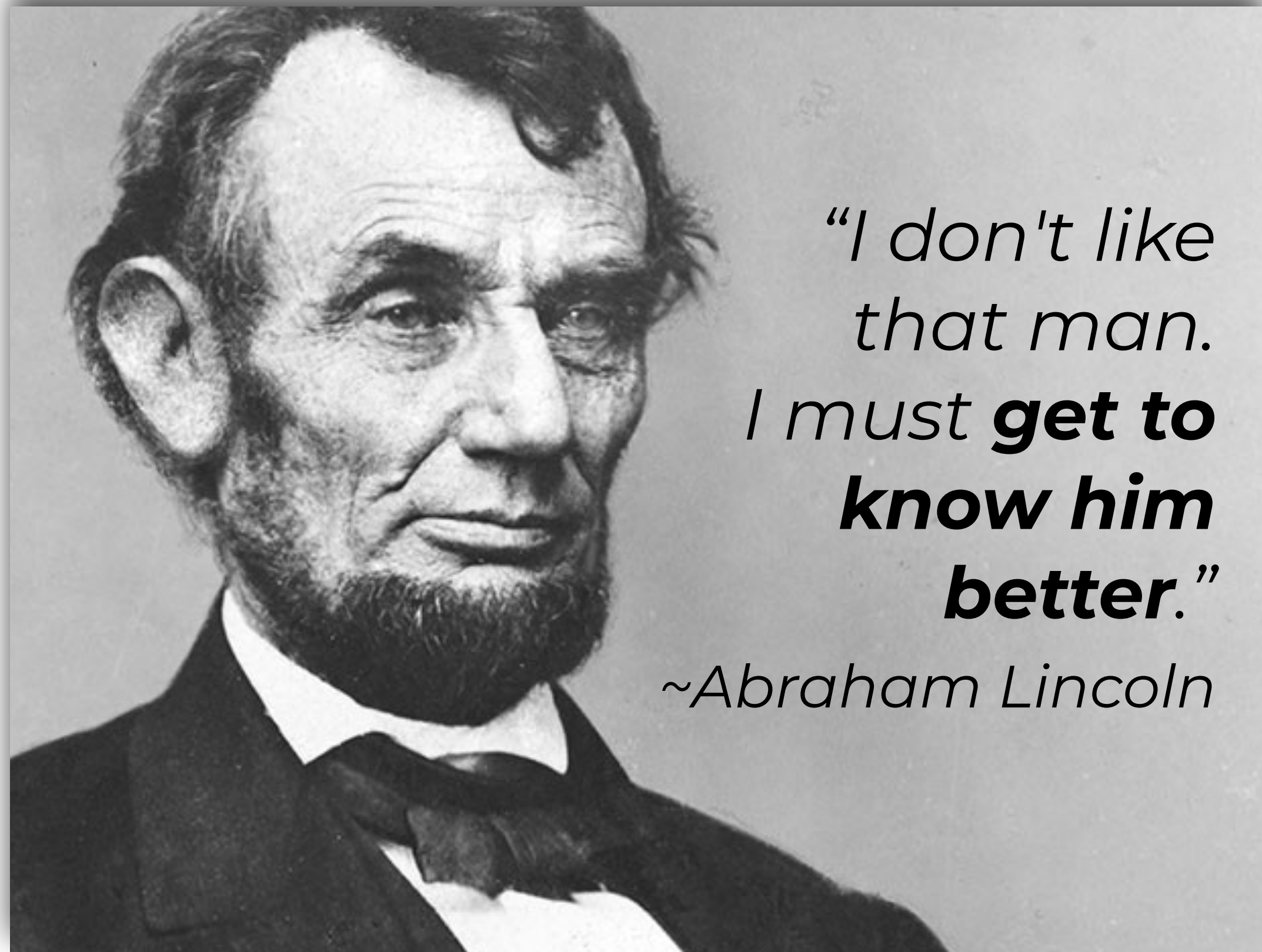
of workers say they're least likely to get along with someone from **another generation.**

62%

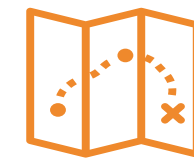
of Generation Z anticipate **challenges working with** Baby Boomers and Gen X, yet **only 5%** anticipate challenges working with Millennials.

GENERATIONAL BIAS

H O W T O O V E R C O M E I T



There's a **wealth of information** today but a **poverty of understanding.**



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.

GENERATIONAL BIAS

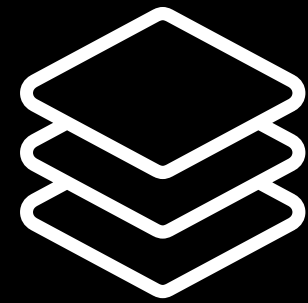
O V E R C O M E I T B Y B E I N G . . .

more **CURIOUS**

less **CERTAIN**

WHY GENERATIONS MATTER

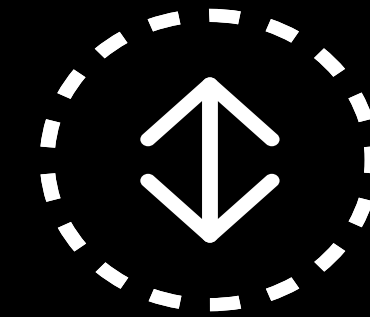
D I V E R S I T Y S P U R S I N N O V A T I O N



Generational diversity creates diversity of thought or **cognitive diversity**.



Cognitive diversity creates a **wellspring of creativity**.



Enhancing innovation by **20%**
Reducing risk by **30%**



Like-minded teams **maintain**.
Diverse teams **innovate**.

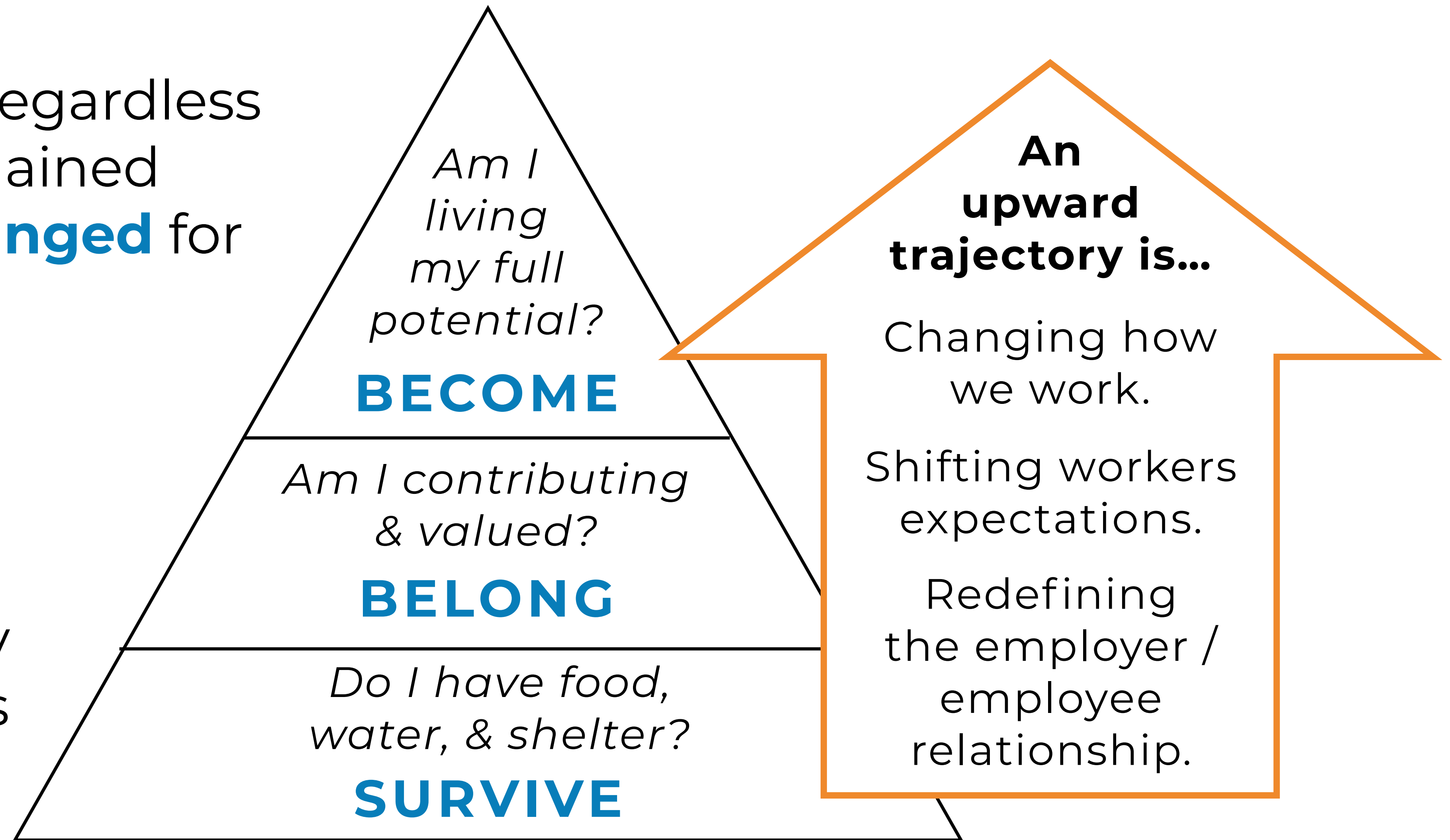
GENERATIONAL NEEDS

M O R E S I M I L A R T H A N D I F F E R E N T

Human **needs** (regardless of age) have remained **relatively unchanged** for centuries.

But...

How humans fill these needs is changing rapidly and varies across generations.



~Britt Andreatta, PhD

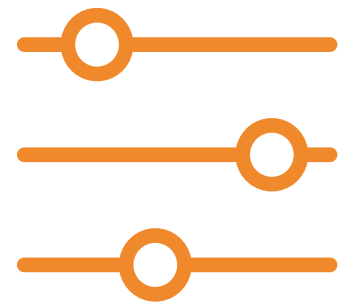
GENERATIONAL NEEDS

T H E D I F F E R E N C E I S I N T H E H O W

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
COMMUN- ICATION	Need Background Info & Details	Keep Professional	Efficient & Mobile First	Mobile Only, Video & Voice-Command
TRAINING	On-the-Job & Classroom	E-learning	Micro & On-Demand	Mobile, Just-in-Time, V.R. & A.R.
FEEDBACK	No News is Good News	Semi-Annual Reviews	Routine Check-ins	360° Real-time Feedback

HOW DO I STAY RELEVANT?

I N A W O R L D P R O N E T O D I S R U P T I O N



Right now.
Someone.
Somewhere...
is messing with
the **prevailing
model** of your
industry.



**Seek
uniquely
better.**



**Listen to
outsiders.**

Outside:
-organization
-industry
-generation

AGENDA



GENERATIONS

overview & why
generational
gaps exist



STRATEGIES

to lead & work
across
generations

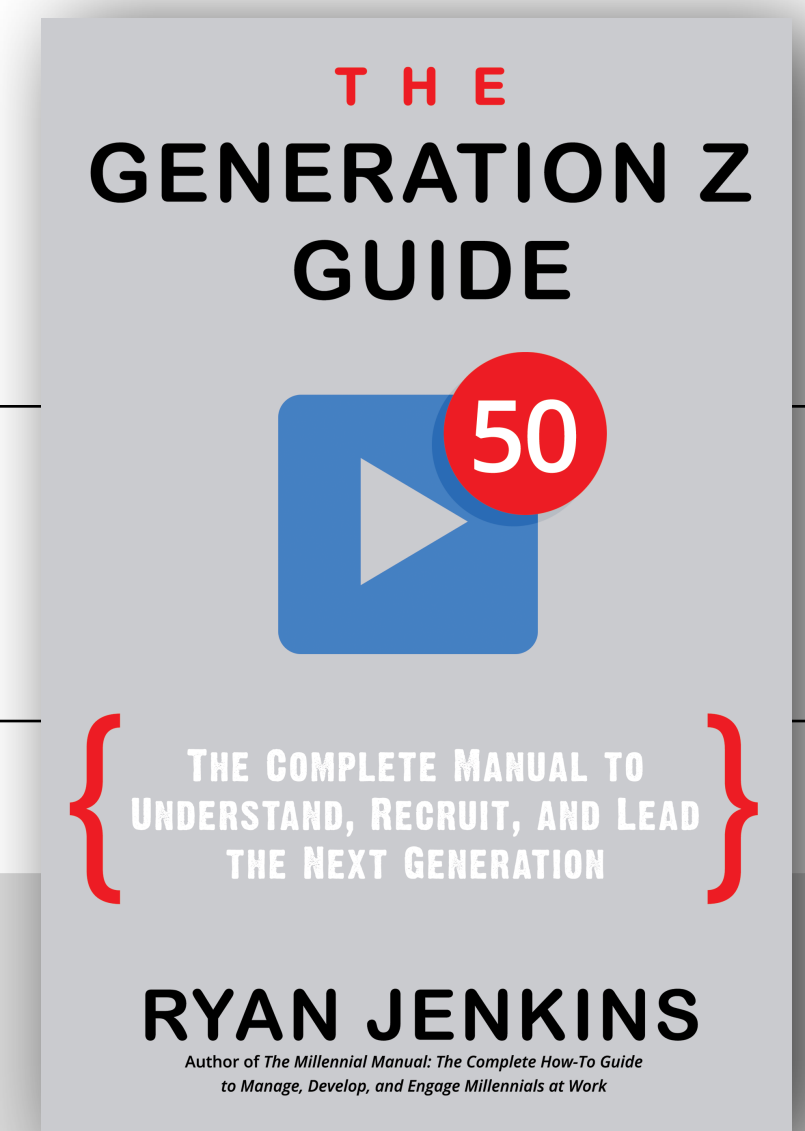


WRAP-UP

Q&A

REMINDER: competition to win a book!

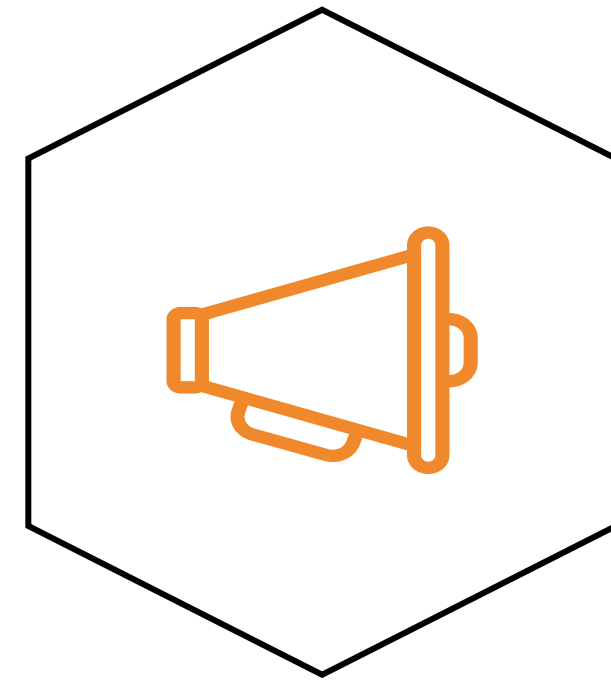
ryan@ryan-jenkins.com



HAVE IN COMMON?



Scholarship fundraisers felt **more motivated** to secure donations when they had contact with scholarship recipients.



Lifeguards were **more vigilant** after reading stories about people whose lives have been saved by lifeguards.



Cooks were **more motivated and worked harder** when they saw those who would be eating their food.



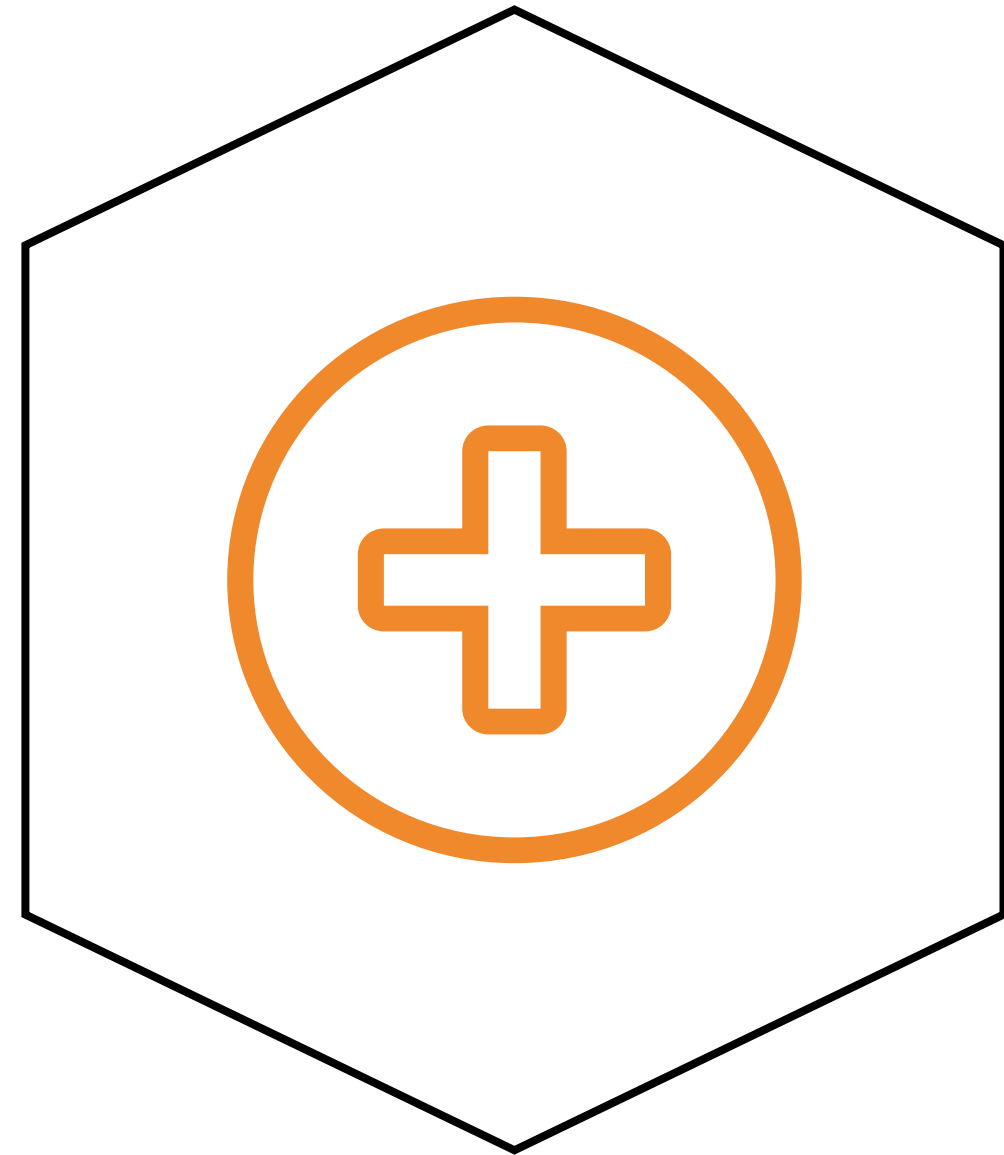
Radiologists were **more accurate** reading x-rays when shown a picture of the patient.

Workers connected to the people benefiting from their labor, improves performance.

LEAD & WORK

C R O S S - G E N E R A T I O N A L S T R A T E G Y

IDENTIFY THE BENEFICIARIES OF THE LABOR



↳ Connecting workers to the beneficiaries of their work creates **more engagement, motivation,** and allows employees to **transcend their task lists.**

LEAD & WORK

H O W T O I D E N T I F Y T H E B E N E F I C I A R I E S

ASK WHY REPEATEDLY

Why do you clean hotel rooms?

“Because that’s what my boss tells me to do.”

Why does that matter?

“Because it keeps the rooms from getting dirty.”

Why does that matter?

“Because it makes the rooms more sanitary and more pleasant.”

Why does that matter?

“Because it provides a clean space for **customers to relax and rejuvenate.**”

LEAD & WORK

Q U A L I T Y F E E D B A C K E L E V A T E S P E R F O R M A N C E

Group A



40% of students revised and resubmitted their papers.

Group B



80% of students revised and resubmitted their papers.
And they made **2x as many corrections** as Group A.

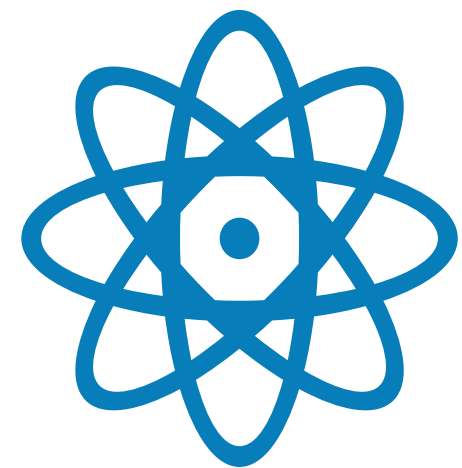
High Standards
+
Assurance

Doubled Performance

LEAD & WORK

Q U A L I T Y F E E D B A C K E L E V A T E S P E R F O R M A N C E

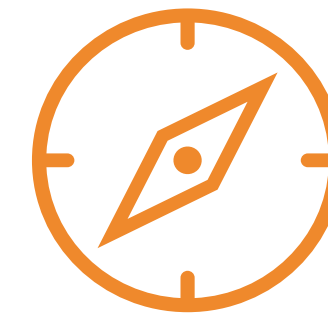
THE FEEDBACK FORMULA



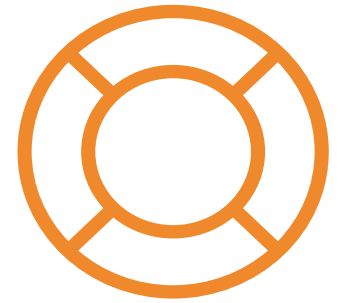
+



+



+



HIGH STANDARDS

*I have **high expectations** for you.*

ASSURANCE

*I know you can **meet them**.*

DIRECTION

*So try this **new challenge**.*

SUPPORT

*And if you fail, **I'll help you** recover.*

LEAD & WORK

C R O S S - G E N E R A T I O N A L S T R A T E G Y

TRY THE FEEDBACK FORMULA




HIGH
STANDARDS

+

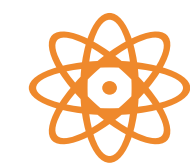

ASSURANCE

+


DIRECTION

+


SUPPORT



Use this formula to **inspire belief**, **transform work ethic**, and **instill confidence** among a team.

LEAD & WORK

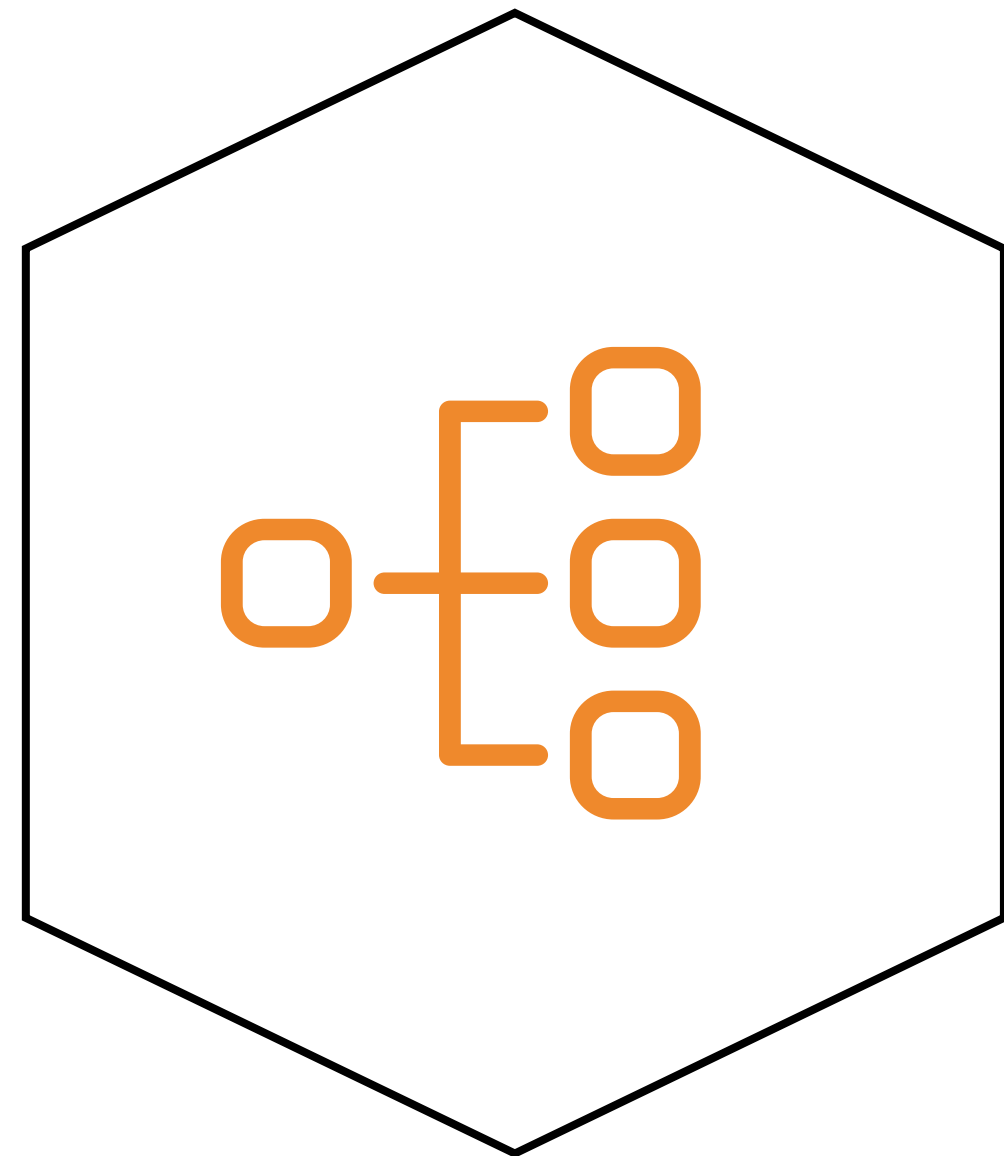
S H I F T I N A U T H O R I T Y

	INFO GATHERING	LEADERSHIP APPROACH
PAST		
FUTURE		

Coaching is the **#1 leadership style** that resonates with the emerging generations.

LEAD & WORK

C R O S S - G E N E R A T I O N A L S T R A T E G Y



GUIDE ON THE SIDE



Coach each generation through their...



Learnings



Failures



Success

LEAD & WORK

H O W T O C O A C H

RESIST ADVICE GIVING.
ASK MORE QUESTIONS.

.....
#1 - What's on your mind?

#2 - And what else?

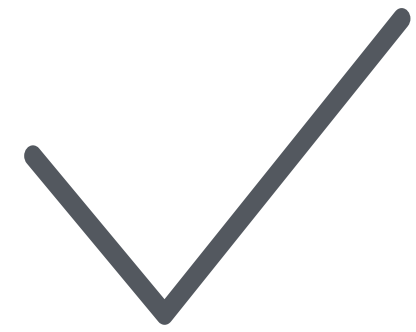
#3 - What's the real challenge here for you?

#4 - How can I help you?

#5 - What was most useful or valuable here for you?



AGENDA



GENERATIONS

overview & why
generational
gaps exist



STRATEGIES

to lead & work
across
generations

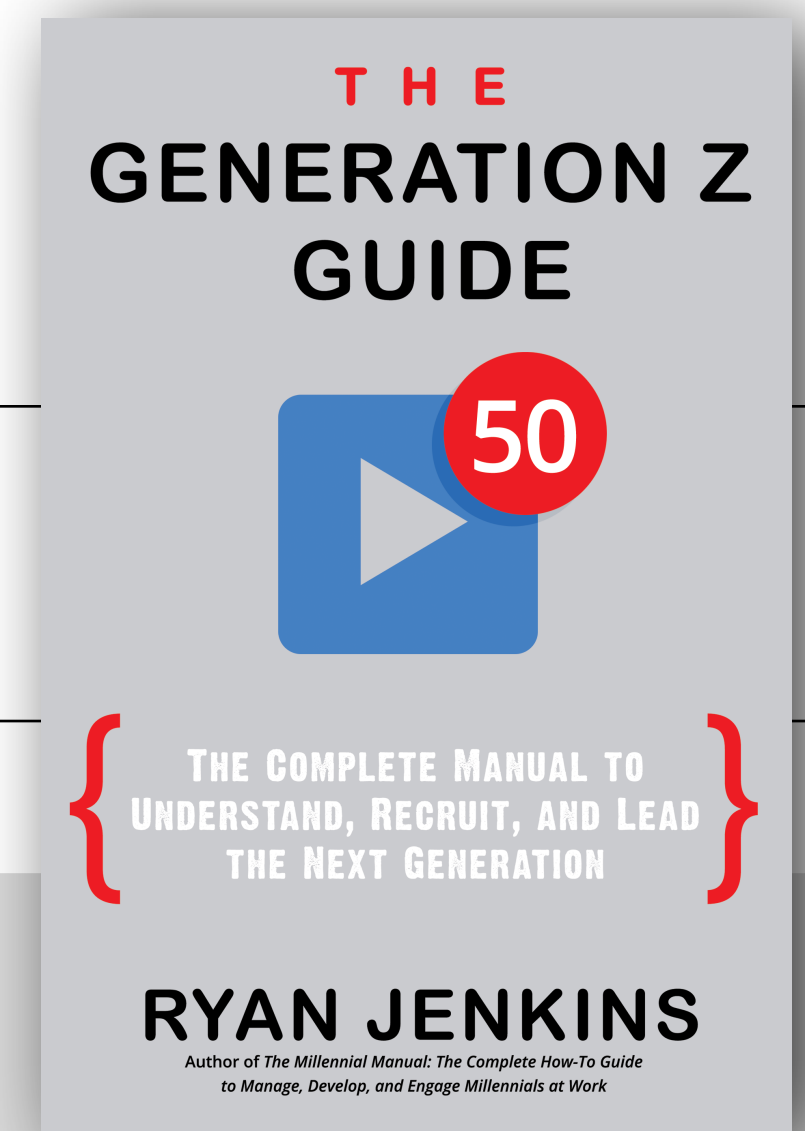


WRAP-UP

Q&A

BUT FIRST: a competition to win a book!

ryan@ryan-jenkins.com



Visit [POLLEV.COM/LIVEPOLL](https://pollev.com/livepoll) to
submit questions and vote.

RECAP: WHICH STRATEGIES WILL YOU
EXECUTE?

REMINDERS

- ✓ Generations are clues, not absolutes.
- ✓ Generational needs are more similar, than different.
- ✓ Be more curious and less certain.
- ✓ Like minded teams maintain, (generationally) diverse teams innovate.

STRATEGIES

- ✓ Identify the Beneficiaries of the Labor
- ✓ Try the Feedback Formula
- ✓ Guide on the Side



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

- Human Life Span 2019: <https://en.wikipedia.org/wiki/Human> and https://en.wikipedia.org/wiki/Life_expectancy
- Pew Research Center, 2018: Defining Generations: <http://www.pewresearch.org/fact-tank/2018/03/01/defining-generations-where-millennials-end-and-post-millennials-begin/>
- Deloitte, 2018 Millennial and Gen Z Survey: <https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennialsurvey.html>
- Inc, 2018: How to Be an Employer of Choice for Generation Z: <https://www.inc.com/ryan-jenkins/how-to-be-an-employer-of-choice-for-generation-z.html>
- Wikipedia, 2018: Demography of the United States: https://en.wikipedia.org/wiki/Demography_of_the_United_States
- Census Reporter, 2017: United States: <https://censusreporter.org/profiles/01000us-united-states/>
- Deloitte, 2017 Millennial Survey: <https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-deloitte-millennial-survey-2017-executive-summary.pdf>
- EY, 2018: International Intern Survey: <https://www.prnewswire.com/news-releases/failure-drives-innovation-according-to-ey-survey-on-gen-z-300714436.html>
- Inc, 2018: Companies Who Do These 8 Things Will Attract Generation Z: <https://www.inc.com/ryan-jenkins/companies-who-do-these-8-things-will-attract-generation-z.html>
- NSHSS 2018 Career Interest Survey: <https://www.nshss.org/media/30882/nshss-2018-careersurveyv6b.pdf>
- Inc, 2018: 6 Reasons to Be an Inclusive Leader: <https://www.inc.com/ryan-jenkins/6-reasons-to-be-an-inclusive-leader.html>
- Bloomberg, 2018: Gen Z to Outnumber Millennials: <https://www.bloomberg.com/news/articles/2018-08-20/gen-z-to-outnumber-millennials-within-a-year-demographic-trends>
- Gen Z @ Work: How the Next Generation Is Transforming the Workplace, by David Stillman and Jonah Stillman. 2017. HarperBusiness.
- Inc, 2018: How to Be An Inclusive Leader in 6 Steps: <https://www.inc.com/ryan-jenkins/how-to-be-an-inclusive-leader-in-6-steps.html>
- Harvard Business Publishing, 2018: State of Leadership Dev Report: http://www.harvardbusiness.org/sites/default/files/PDF/20853_CL_Infographic_Millennials_June2018.pdf
- National Society of High School Scholars (NSHSS), 2018: <https://www.nshss.org/media/30882/nshss-2018-careersurveyv6b.pdf>
- Rainmaker, 2018: The Voice of Generation Z: <http://rainmakerthinking.com/the-voice-of-generation-z---media-page>
- Inc, 2018: Companies Who Do These 8 Things Will Attract Gen Z <https://www.inc.com/ryan-jenkins/companies-who-do-these-8-things-will-attract-generation-z.html>
- Inc, 2017: Complete Guide to Who Is Generation Z: <https://www.inc.com/ryan-jenkins/complete-guide-to-who-is-generation-z.html>
- Inc, 2017: Generation Z vs Millennials <https://www.inc.com/ryan-jenkins/generation-z-vs-millennials-the-8-differences-you-.html>
- Inc, 2017: The Complete Story of the Millennial Generation: <https://www.inc.com/ryan-jenkins/the-complete-story-of-the-millennial-generation.html>
- Gallup, How Millennials Want to Live and Work: <https://news.gallup.com/reports/189830/e.aspx>
- The Center for Generational Kinetics, 2018: The State of Gen Z: <https://genhq.com/generation-z-research-2018/>

DISCLAIMER

The logos used in this presentation are the property of the respective third parties.