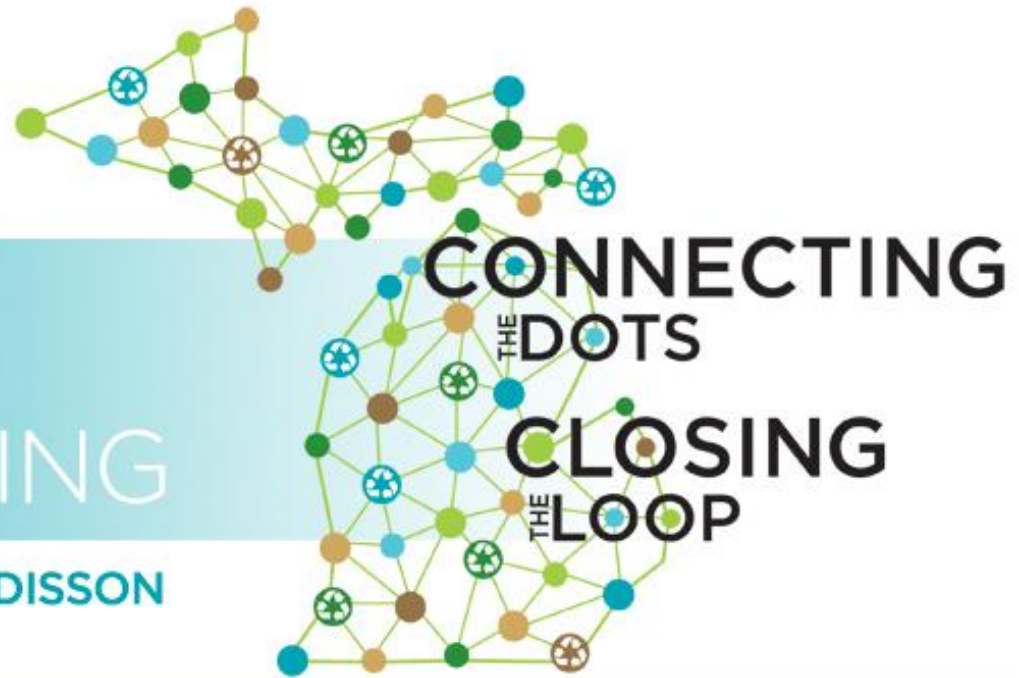


Generational Communication: Flexing Your Language Style for Maximum Impact



36TH ANNUAL
CONFERENCE &
STATE OF RECYCLING

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Stakeholder to Shareholder: Flexing Your Language Style for Maximum Impact



Understanding the generations allows individuals to flex styles to “speak” the language of customers, colleagues, and personnel for program buy-in. Learn how to modify your language and manage expectations so maximum buy-in can be created.

Diversity is a good thing

- It takes a generationally diverse staff to serve generationally diverse customers.
- Each generation has unique characteristics and strengths.
- Not everyone is going to exhibit all characteristics.



OBJECTIVES



- What are the general characteristics of the 5 generations in the workplace?
- What are some of the group's unique contributions to the workplace and potential areas for growth?
- How does this relate to recycling?
- What are the strategies to effectively communicate cross-generationally so that there is a positive impact on instruction, business partnerships, and achievement?



WHY DOES IT MATTER

- Higher level of effectiveness
- Less conflict and tension
- Ability to manage a changing workplace
 - 5 generations (est. 7 by 2025)
 - Unprecedented labor shortages
 - Enrich professional relationships



HOW IS A GENERATION DEFINED?

“A group of people whose lives are shaped by common events and cultural milestones that form their values, attitudes, and life/work perspective.”

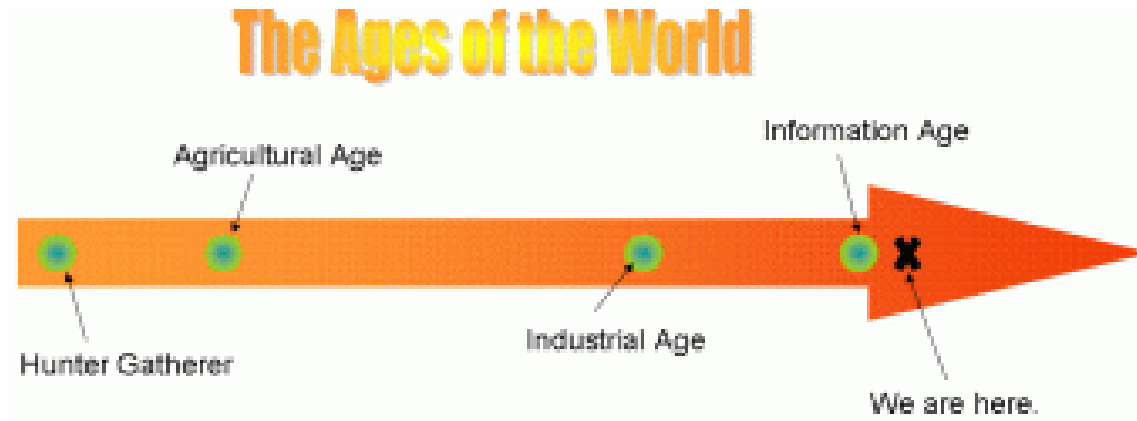
Formative cohort experiences
Birth Cohort, Life Cohort
Age and lifestyle
Current social and economic conditions



Be aware of the nine shift

Nine hours in your day in the year 2020 will be completely different than nine hours in your day from 2000.

We look to history as we predict trends for the future. The same shift happened 1900 – 1920.



The swinging pendulum



Boomers vs. Millennials @ Work

SCHEDULE

thecooperreview.com

boomers

Monday	9am - 5pm
Tuesday	9am - 5pm
Wednesday	9am - 5pm
Thursday	9am - 5pm
Friday	9am - 5pm

millennials

Monday	10am - 8pm
Tuesday	2pm - 12am
Wednesday	11am - 5pm
Thursday	3am - 2pm
Friday	10am - 4pm



MATURES 70+

(AKA TRADITIONALISTS, THE GREATEST GENERATION)

Born on or before 1945



- Major influences: Depression, WWII, post WWII
- 50% ex-military
- Disciplined
- Self-sacrifice
- Expected lifetime career with one employer
- Seniority is important
- Prefer communication in writing

Leading edge BOOMERs

Born 1946-1957, traditional cohort



- Came of age during Vietnam War
- Major influences: Civil Rights Movement, women's rights, Cold War; scientific advances
- Can-do attitude
- Experimental
- Innovators
- Serious work ethic, follow protocol
- "Live to work"
- Prefer telephone or face to face communication

Trailing Edge BOOMERs

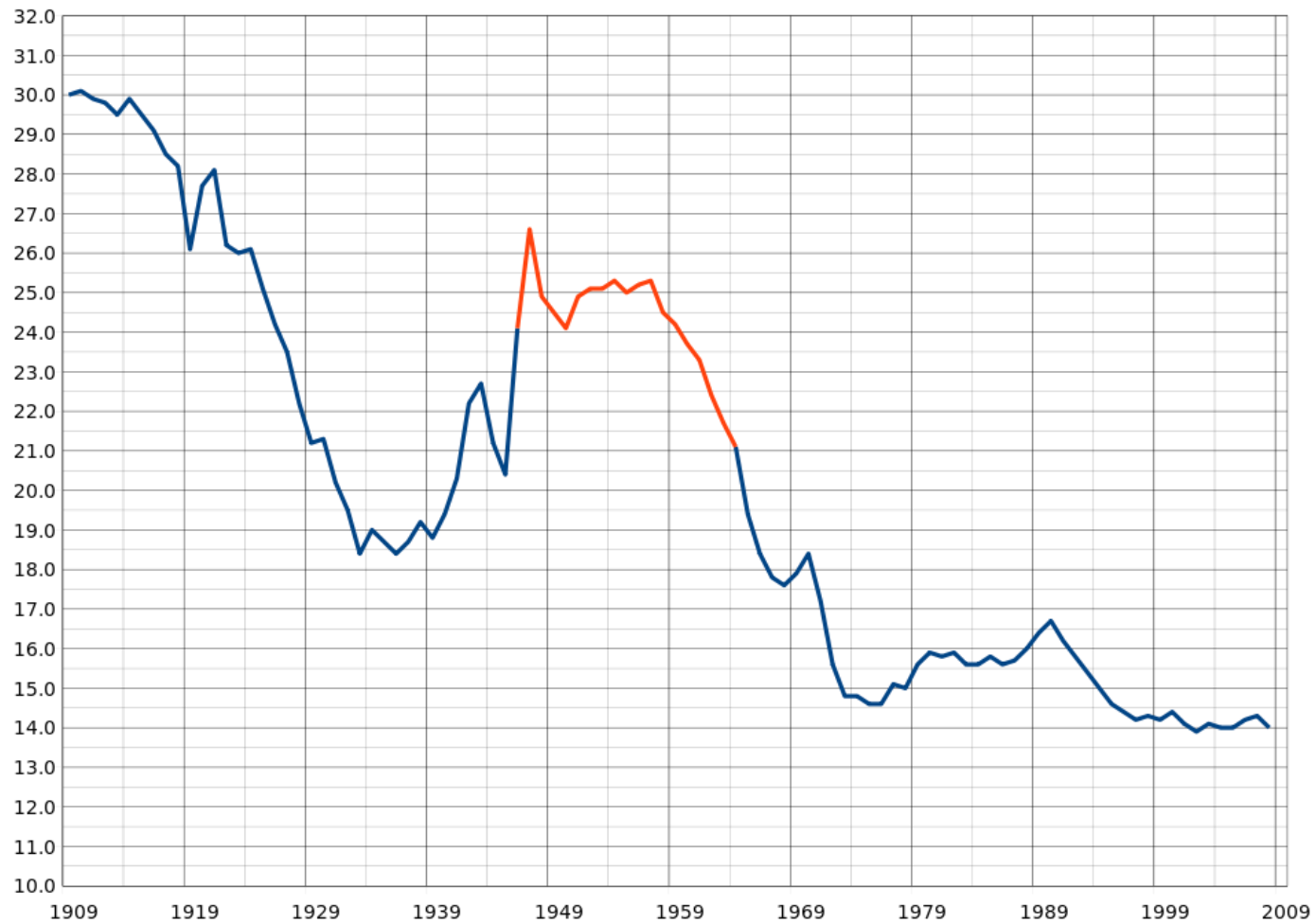
Born 1958-1964



- Typically exhibit more Gen X characteristics—often referred to as Gen Xers.



First in an 11 year decline in births



Why is this group more “x”



- 1956, total white collar workers surpassed blue collar workers
- Raised in white collar households
- Kindergartners of JFK assassination
- High schoolers of Watergate
- College students of Iran hostage standoff
- First generation of “ADD”

BOOMERs

- Overcrowded
- New Construction
- Memorization, Good handwriting
- “Promotion” to more difficult work after correct performance



BOOMERs



- Punctuality
- After Hours
- Everything has a process***
- Process AHEAD of Outcomes



Boomer Recycling Habits

- Smaller Household size = smaller portions
- More pre-prepared/packaged food
- More likely to recycle than not, due to time, infrastructure
- Multiple surveys say just over 50% are likely to recycle (Survey 2000 people across multiple generations)
- Use energy efficient appliances and always shut off the lights



GENERATION X (AKA GEN XERS)

Born 1965-1981



- Major influences: Personal computers, MTV, dual income households, video games, Gulf War, AIDS, Latch-key kids, rising divorce
- “Work to Live”
- Career security vs. job security
- Not afraid to leave their job if they are unhappy
- Prefer electronic communications- FIRST to play video games/grow up with computers

Generation X

Impact of Title IX

- Passed in 1972 created same education opportunities for boys and girls
- Gen X girls and boys able to try out roles not available previously
- Co-ed Gym classes, home economics, wood shop, etc.

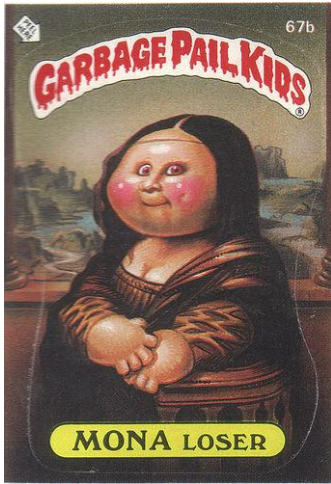
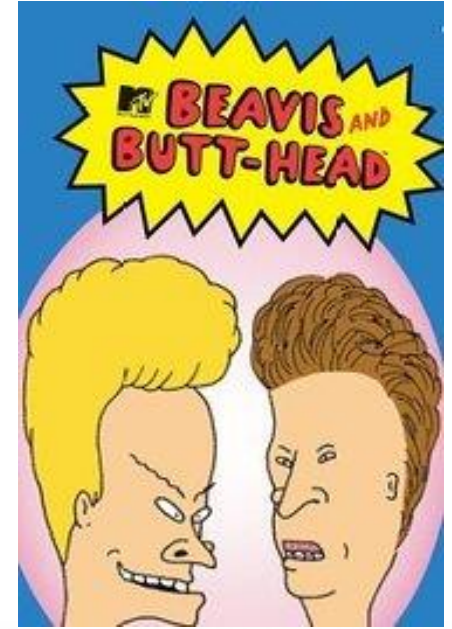


Generation X

Gen Xers Cohort Characteristics



- Work can happen anywhere
- 8-5 your time
- After 5 my time



Gen X Recycling Habits

- Least likely to recycle
- Over 80% surveyed says it is important but are ambivalent



The Children now love luxury. They have bad manners, contempt for authority; they show disrespect for adults, and love to talk rather than work or exercise. They no longer rise when adults enter the room. They contradict their parents, chatter in front of company, gobble down food at the table, and intimidate their teachers.

-Socrates (469-399 B.C.)



MILLENNIALS (AKA GENERATION Y)

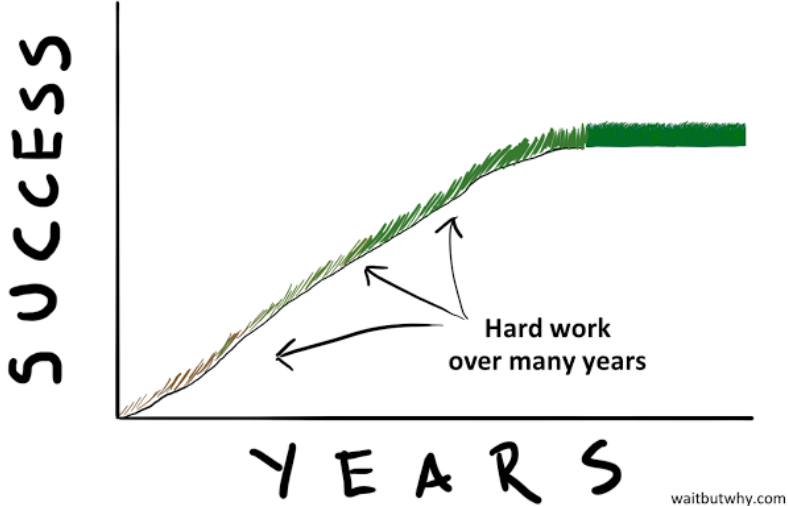
Born 1981-1995

- Major influences: Expanded technology, helicopter parents, diversity/tolerance education, 9/11
- “Work my Way”
- Social Activists/Entrepreneurs
- Multi-taskers, especially via multimedia
- Want choices
- Prefer instant everything – feedback, communication, information, entertainment (Google/Facebook)

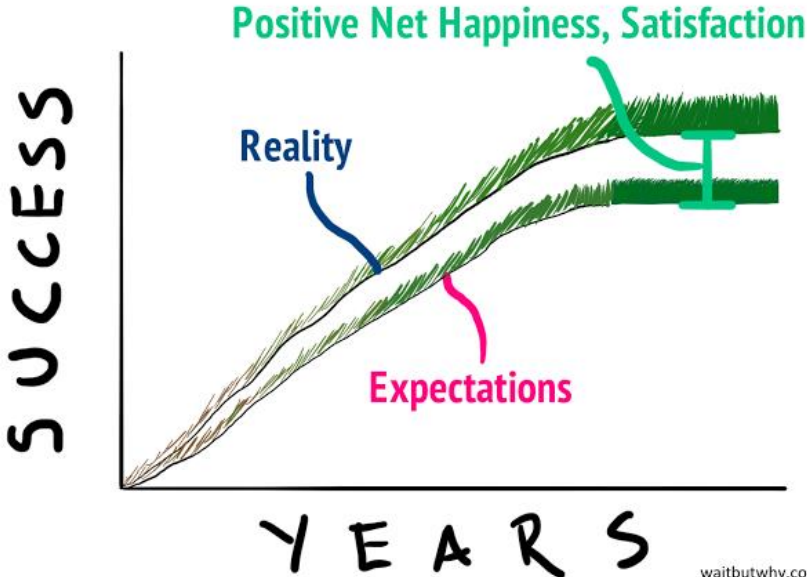


MILLENNIALS

Baby Boomer Career Path Expectation

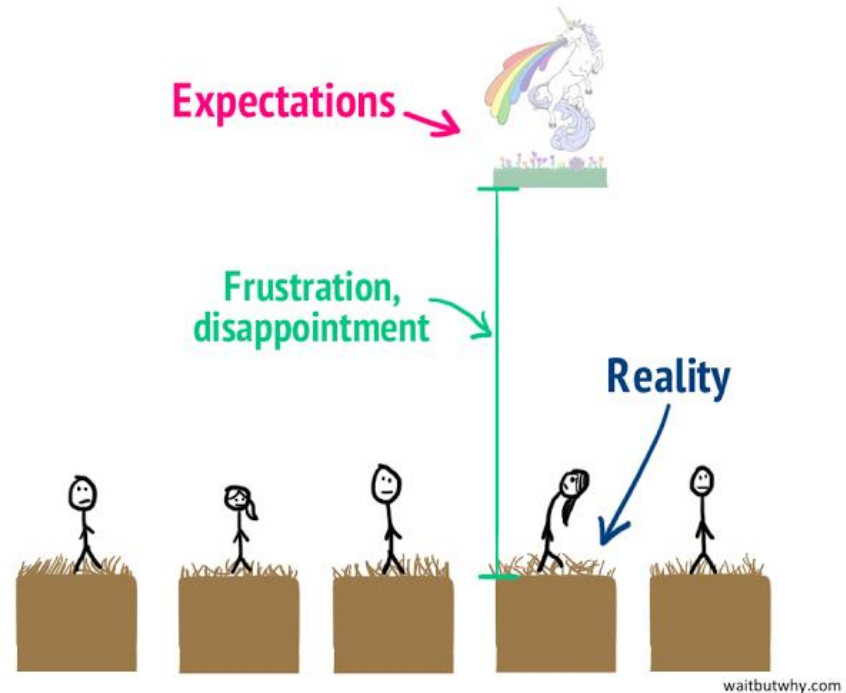
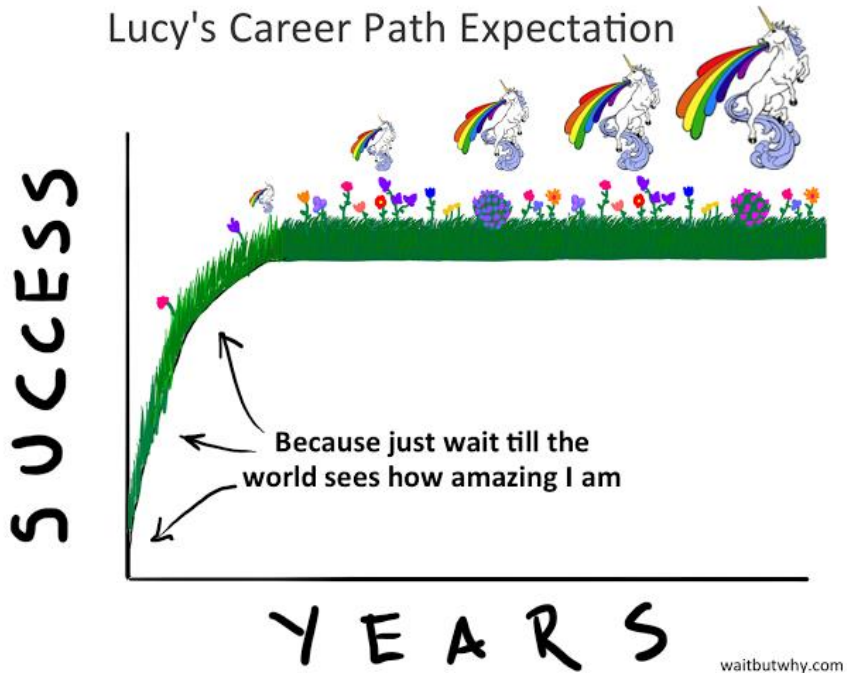


Baby Boomer Career Path Reality



MILLENNIALS

Lucy's Career Path Expectation



Millennials now largest cohort in the workforce.

- Millennials - 56 Million
- Gen X – 53 Million
- Boomers - 41 Million
- Linksters (Z) – 9 Million
- Matures – 3 Million



Cohort experience

- School shootings, Columbine
- September 11, 2001
- Great recession of 2009
- Social Media coming of age
- Cell phones and Ipods
- First African American President
- Weather events-Hurricane Katrina, Indian Ocean Tsunami
- Introduction of the “Play date”



MILLENNIALS



- They don't believe "the experts," they believe their friends
- Most media savvy generation
- Most diverse generation in history
- 75% of Millennials spent their youth in organized, structured activities, therefore desire structure!
- Activists—social movements are abundant and more to come

Millennial Recycling Habits

- Do not recycle as much as the Boomers
 - Lack of infrastructure
 - Shared space
- Most likely to spend more for greener packaging
- Most likely to utilize re-usable bags
- Believe in the We, will support corporations/companies that have a green mission



LINKSTERS (AKA GENERATION Z, centennials)

Born after 1995



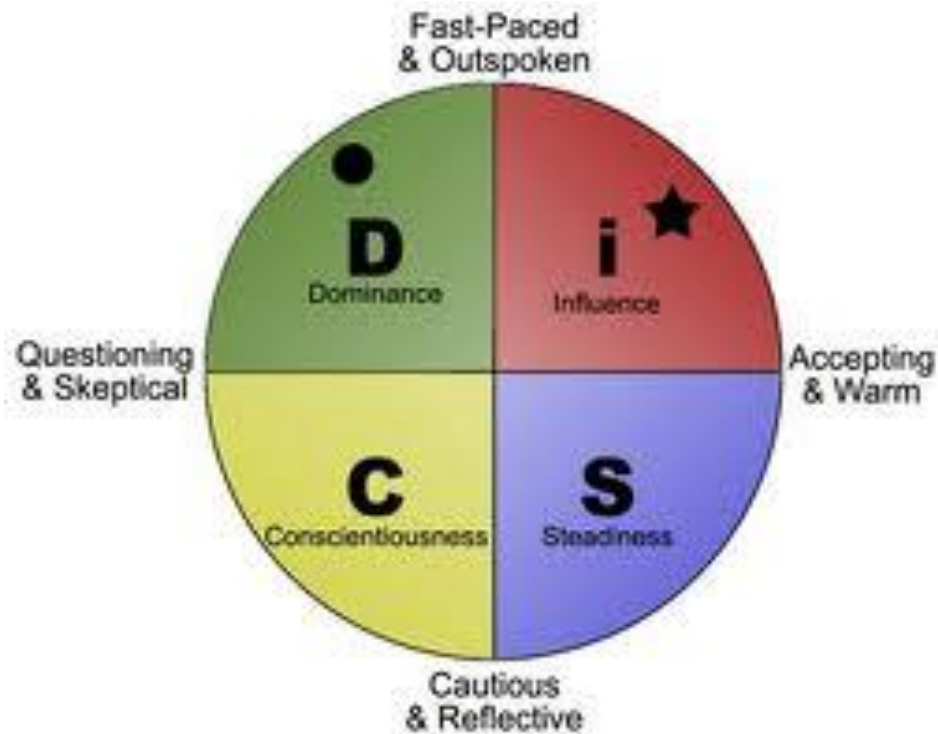
- Economic Downturn
- School violence
- Realistic
- Apps/Social Games/Tablet devices
- Comfortable with global context
- Innovation and social change
- Trouble with face to face
- High Expectations

Gen Z (Potential) Recycling Habits

- Environmental Interest and Activism
- Upcycling, Customization of packaging



Personality and Behavioral Differences



Being a jerk not a generational characteristic

- Know your own Generational Characteristics—you can figure out if you are being misread



STYLE FLEXING

- Starting with your most comfortable and *aware* self, then, in response to behavioral cues, gradually adjusting to better reflect the other person's style.
- Learn how to make adjustments so that even if a situation is not ideal for you, you can still be successful.
- Style flexing is a skill anyone can develop.
 - takes energy and practice!



VALUING DIFFERENCES

TRADITIONALISTS

Honor the chain of command

- Value the legacy they have built and their experience
- Appreciate their dedication
- Communicate one on one
- Learn the corporate history



DON'T: Use slang, be late, change appointments.

VALUING DIFFERENCES

Boomers

Boomers don't feel their experience is valued – "Too old to understand"



They will do whatever it takes to stand out, they are super competitive!

- Show Respect
- Choose face to face conversations
- Give people your full attention
- Learn the corporate history
- Ask them to be mentors

DON'T: Ignore their contributions, be politically incorrect, tell them instead of ask them



Boomer Promotion of Recycling

- Events to meet people-be involved
- Convenience of infrastructure, curbside
- Highlight the savings of money

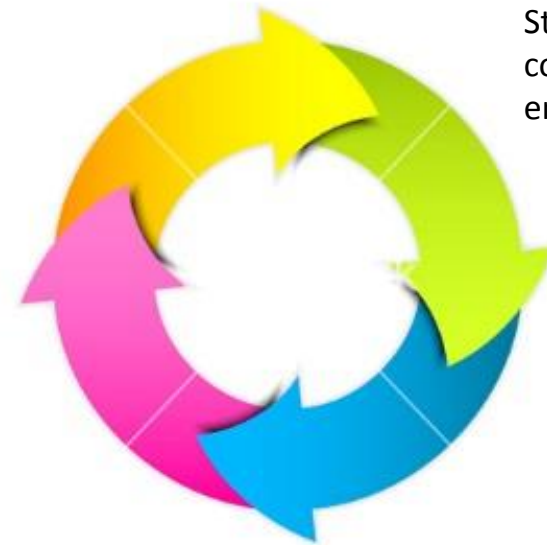


VALUING DIFFERENCES

Gen Xers

- Get to the point, be direct
- Give fast feedback
- Groom for management
- Allow to multi-task
- Use email to communicate

DON'T: micromanage, talk too much, or treat them like slackers



Boomers-
Strong
commitment to
employer

Gen Xers-
seek work-life
balance



Gen X Promotion of Recycling

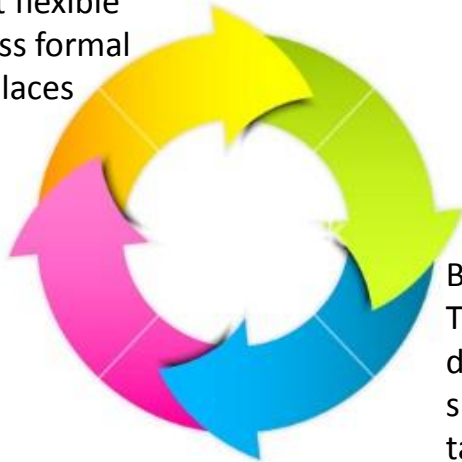
- Make it Easy
- Get their children involved



VALUING DIFFERENCES

Millennials

Millennials
expect flexible
and less formal
workplaces



Boomers and
Traditionalists
don't like
slang,
tardiness,
poor business
etiquette.

- Challenge them, communicate the WHY
- Ask them for their opinion/collaborate
- Encourage finding a mentor
- Keep them busy
- Allow to multi-task
- Compensation based on performance, not time
- Define the ladder (AMR)
- They love working in teams as equals

DON'T: Treat them like children, or work them too much

Millennial/Z Promotion of Recycling

- Make it Easy
- Promote the purpose
- Incentives for Companies both large and small



Attract, Motivate, retain (stop “Engaging”)

Manage Expectations



Ideas:

Weekly work from home days
Unconventional office/breakroom

Training

Succinct
Mobile
Self-directed
Entertaining!



What does Gen Y want in a job

- 1) Flexibility
- 2) Fun environment
- 3) Money
- 4) Being Green



VALUING DIFFERENCES

Linksters (Gen Z)

- Provide clear written vs. verbal instruction
- Ride hard on them – they need close supervision
- Provide them with job descriptions – they need to know what to do.
- Lead by example – they often look to you as a surrogate parent.
- Orient them to the obvious
- Welcome them with open arms



BRIDGING THE GENERATION GAP

- Clarify ground rules for what's expected
- Use MULTIPLE communication forms
- Ask, don't assume
- Find commonality
- Share perceptions
- Understand work styles
- Be willing to learn AND teach
 - Need to LISTEN to your younger colleagues.
 - Let them do it their way.
- Show RESPECT



Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it – George Orwell



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