PRIMA'S 2019 RISK MANAGEMENT
WEBINAR SERIES

Generational Leadership & Communication

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Generational Communication & Leadership

- What are the contemporary communication issues in your community?
- Define Diversity – Generational?
- Overcome Apathy



Generational Diversity

- What characterizes each generation? (DeLung, 2010)
  - Traditionalists – 1925-1944
  - Baby Boomers – 1945-1964
  - Generation X – 1965-1984
  - Millennials (Gen Y) – 1985-2004
- Formative Years – 8-18 years old

Generational Diversity

Traditionalists – 1925-1944

- Children of the depression and war
- Civil rights idealists
- Created the corporate system
- Personal to organizational emphasis
- Career, loyalty
- Became more complex
- Moved from farms to factories
- End of great American urbanization



Generational Diversity

Baby Boomers – 1945-1964

- Record numbers in school through college
- Culture of abundance
- Greatly influenced by media
- Optimistic, gutsy, mission-driven
- Challenged American myths
- Idealists
- Work must have meaning
- Size equals economic power
- “Perfected” the corporate structure



Generational Diversity

Generation X – 1965-1984

- Technologic proficiency
- Latchkey kids
- Experienced multi-cultural & multi-racial society
- Discord with Boomers and Millennials
- Poor personal economic outlook
- Cynical



Generational Diversity

- **Millennials (Gen Y) – 1985-2004**
  - Communication driven by technology
  - Civic-minded
  - Group-oriented
  - Cooperative
  - Impacted by global unrest
  - Political scandals common
  - Lack independent thought



Diverse Communication

- Urgency (efficient) vs. Attention Span (effective)
- Geographical Language Barriers
- Value/Benefit & Priorities
- Marketing 101 = Proactive vs. Reactive
  - Demand
  - Want
  - Need



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