



Who's in the room?

Baby Boomers
born 1946-64



Who's in the room?

Generation X
born 1965-80



Who's in the room?

Millennials
born 1981-99



Influences

Matures

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

Influences

Millennials

Family Stories	Pagers	Social Networking
Schools	Cell Phones	Skype
Places of worship	Global Positioning Systems	In-text Advertising
Radio	Menu-Driven Software	Blinks
Billboards	Presentation Software	RFID
Newspapers	Digital still photography	Avatars
Magazines	Text Messaging	Motion Capture
Movies	World Wide Web	Microblogging
Neighbors	Meta-Search Engines	Smart Phones
Television	Digital video photography	Deep Packet Inspection
Calculators	Electronic Shopping Carts	Go-Tags
Portable Radios	Video Phones	Addressable Ads
Portable Tape	Swipe Technology	Chip and Pin
Recorders	Downloadable Entertainment	Phone Bumping
Cordless Phones	Mobisodes	Mobile Wallets
Personal Computers	Cookies	Driverless Vehicles



In the future



In the now

Consult key people



Survey 1000 friends



Debt is abhorrent



Debt is a reality

Solve the problem



Find out who's solved it

Face, phone and e-mail



Tweet Text and Snapchat

Right is right. Wrong is wrong



Right and wrong are relative

Greater good



Individual Rights

Give to charity



Get involved
with a cause

Which of these
comparisons resonates
with you the most
and why?



How do you connect with
the most diverse, wired,
impatient, skeptical,
demanding, fun-loving
professionals in US
history?



Balancing and Managing Expectations

- Set clear expectations.
- Show them what the behavior looks like in practice.
- Increase your frequency of feedback. But provide it within parameters.
- Benchmark against stated expectations, but anticipate the challenges.

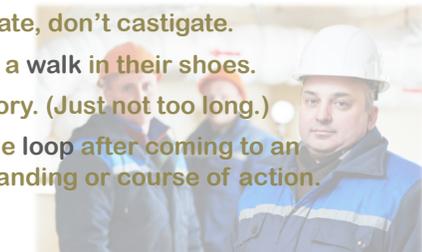
Fostering Daily Communication

- Ensure transparent communication.
- Foster empathy for tech strengths and challenges.
- Promote cross-gen tasks and work.
- Look for shared humor.
- Provide cross-gen training and discussions.



Resolving Cross-Gen Conflict

Keep talking . . . to each other.
 Be careful about assigning perceptions.
 Investigate, don't castigate.
 Imagine a walk in their shoes.
 Tell a story. (Just not too long.)
 Close the loop after coming to an understanding or course of action.



Selling Safety to Millennials

Make it graphic.
Make it visual.
Make it mobile.



Those who reach across the generations will be the leaders of tomorrow.



Thriving as a Sandwich Manager

Managing Mobile Technology Use



Whatever!

Managing Generations in Today's Digital Workplace

Robert W. Wendover

COMMON SENSE ENTERPRISES

