BRIDGING THE GENERATIONAL GAP

March 15, 2023

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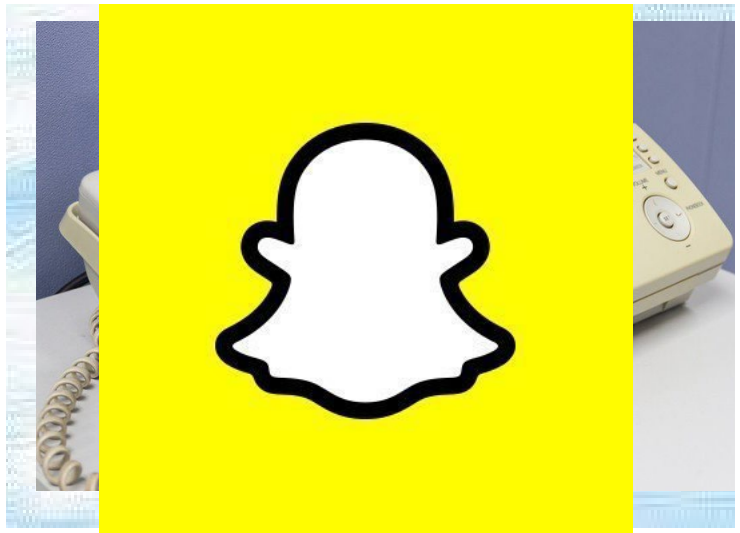
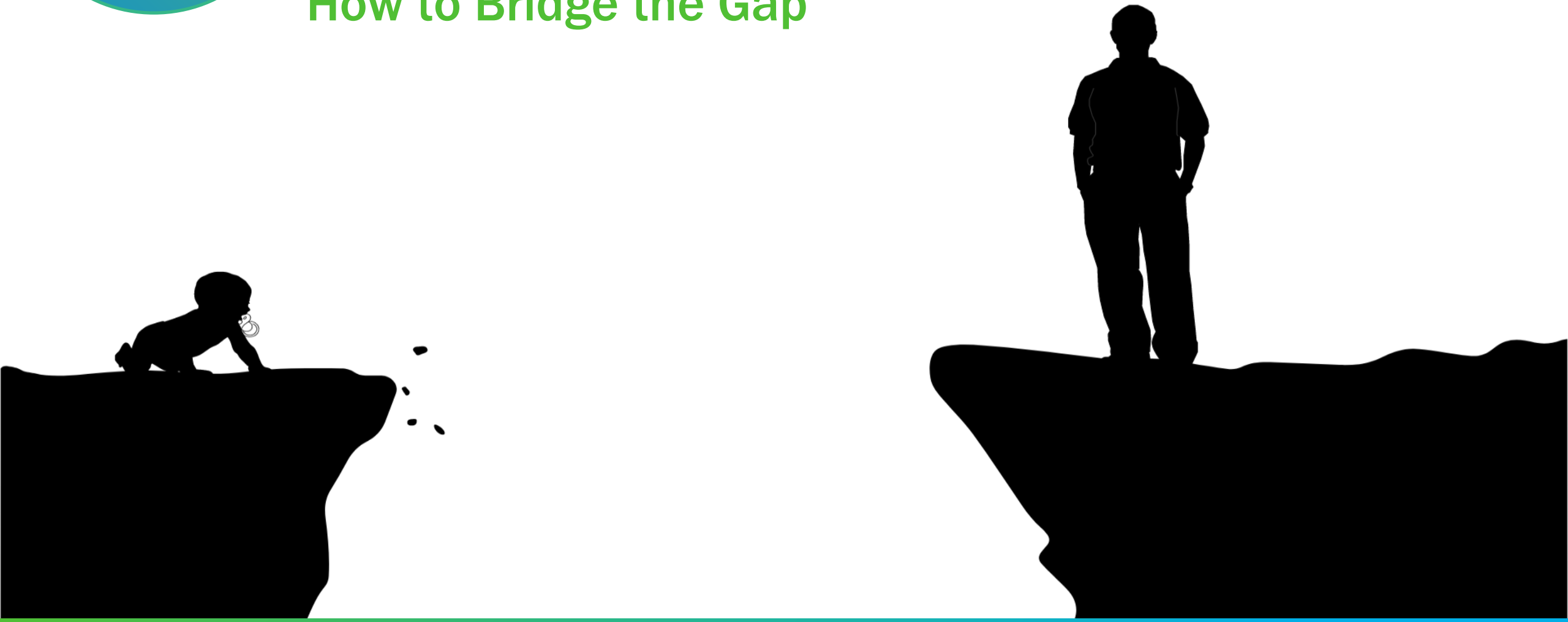
PARSONS

HOW DO YOU COMMUNICATE?

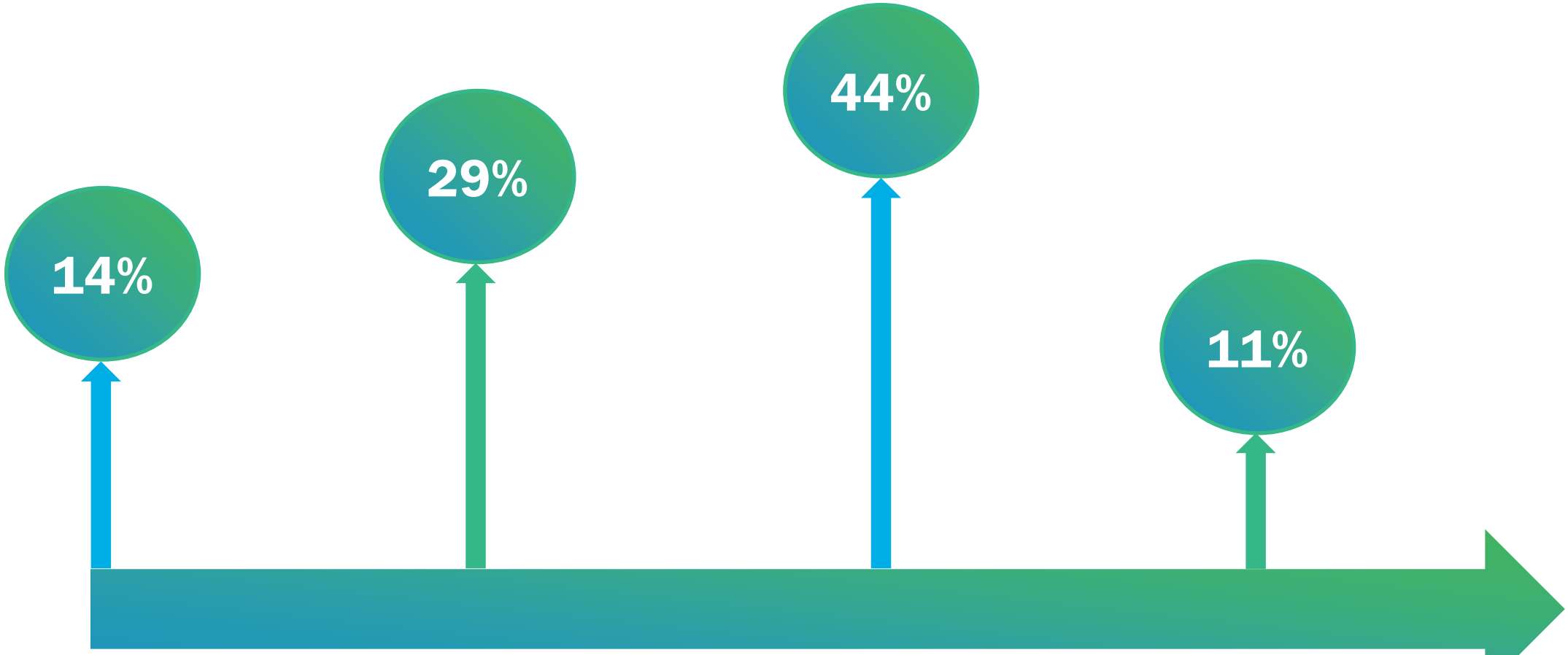


4 GENERATIONS

How to Bridge the Gap



GENERATIONS IN THE WORKPLACE



Percentages sourced from US Department of Labor

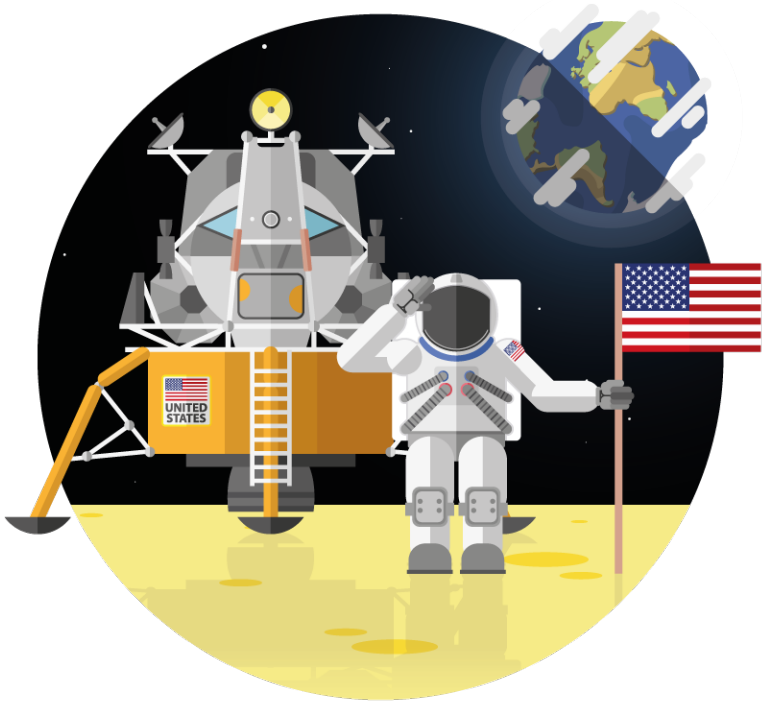
GUESS THAT GENERATION

GEN Z

GUESS THAT GENERATION

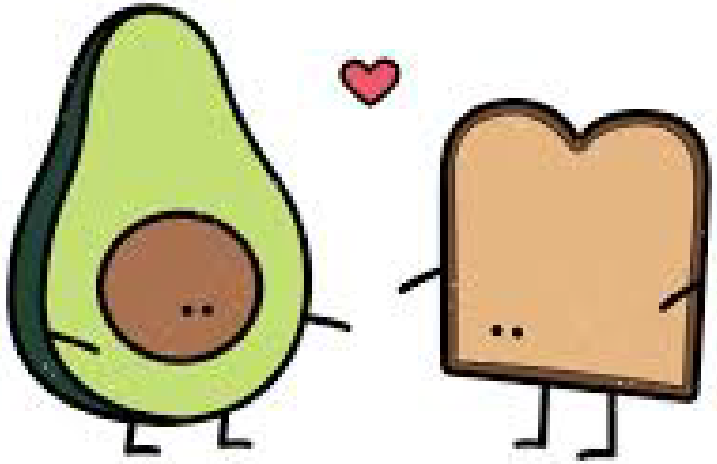
GEN X

GUESS THAT GENERATION



BABY BOOMER

GUESS THAT GENERATION



MILLENNIAL

STEREOTYPES

STEREOTYPES TO DESCRIBE:

BOOMERS

GEN X

MILLENNIALS

GEN Z

STEREOTYPES IN THE WORKPLACE

BABY BOOMERS

- Competitive
- Workaholics
- Realists
- Resistant to change
- “Technologically challenged”

STEREOTYPES IN THE WORKPLACE

GEN X

- Independent
- Work-life balance
- Skeptical
- Cooperative
- Embrace critical feedback

STEREOTYPES IN THE WORKPLACE

MILLENIALS

- Tech-Savvy
- Seek praise
- Collaborative
- Skeptical
- Entitled

GEN Z

STEREOTYPES IN THE WORKPLACE

- Distracted
- Impatient
- Values flexibility
- Competitive
- Autonomous
  - 62% want to be Entrepreneurs per “WP Engine”

COMMUNICATION STYLES

BABY BOOMERS "PREFERRED" COMMUNICATION STYLES

- Direct
- Professional

- Face to Face
- Phone Calls

93% of Baby Boomer Used E-mail Daily

Americas Conference on Information Systems

GEN X “PREFERRED” COMMUNICATION STYLES

- Concise
- Adaptable

- Phone Calls
- Email

37% of Gen X Used Social Media Daily

Gitnux

MILLENIALS “PREFERRED” COMMUNICATION STYLES

- Informal
- Efficient

- Text/Team Messages
- Email

68% of Millennials Say They Text A Lot
47% of Gen X Say They Text A Lot
Forbes

GEN Z “PREFERRED” COMMUNICATION STYLES

- Straightforward
- Visuals

- Face to Face
- Video Chat

60% of Gen Z like Several Check Ins with Their Boss Weekly
40% Gen Z like Check Ins with Their Boss Daily
CGK

ALWAYS CONNECTED

SO

HOW DO WE BRIDGE THE GAP?

STEREOTYPES

- The youngest generation seems to get the most negative stereotypes
- Stereotypes are generalized and not applicable to everyone

Baby Boomers

Generation X

Generation Y

Generation Z

COMMUNICATION STYLES

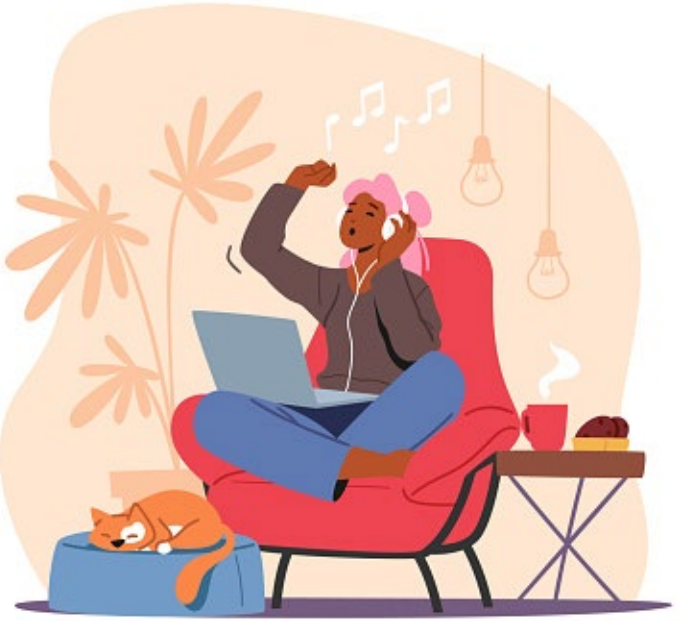
- Difficult to find clear answers on each generations preferred style

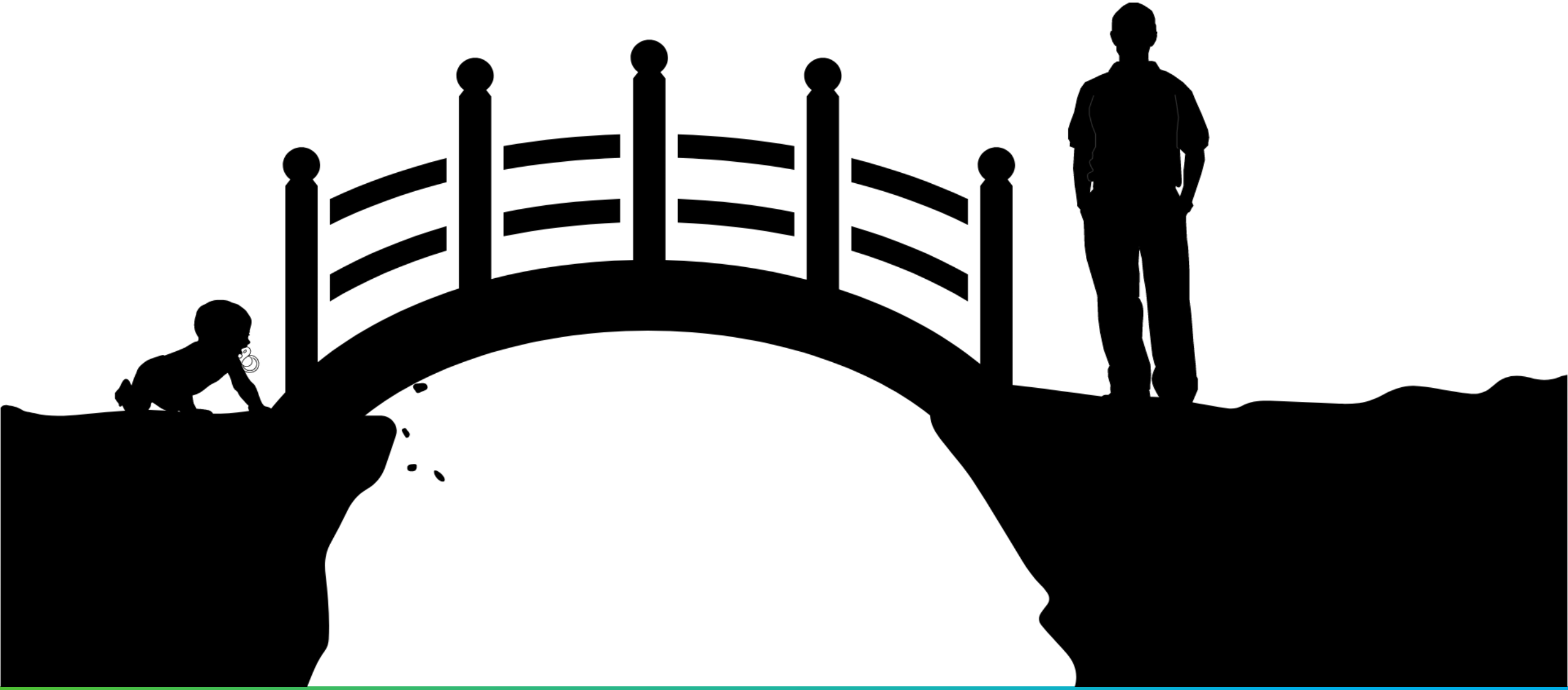
- Personal preference rather than generational preference

TAKEAWAYS

- Do not focus on stereotypes
- Respect peoples' preferred communication style
- Be flexible with communication and willing to adapt
- Think more individual not generational

GUESS THAT GENERATION



EVERYONE

QUESTIONS?