

# Communication Between Generations

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# How do we define generations?

The Silent Generation

Born 1928 – 1945

Baby Boomers

Born 1946 – 1964

Generation X

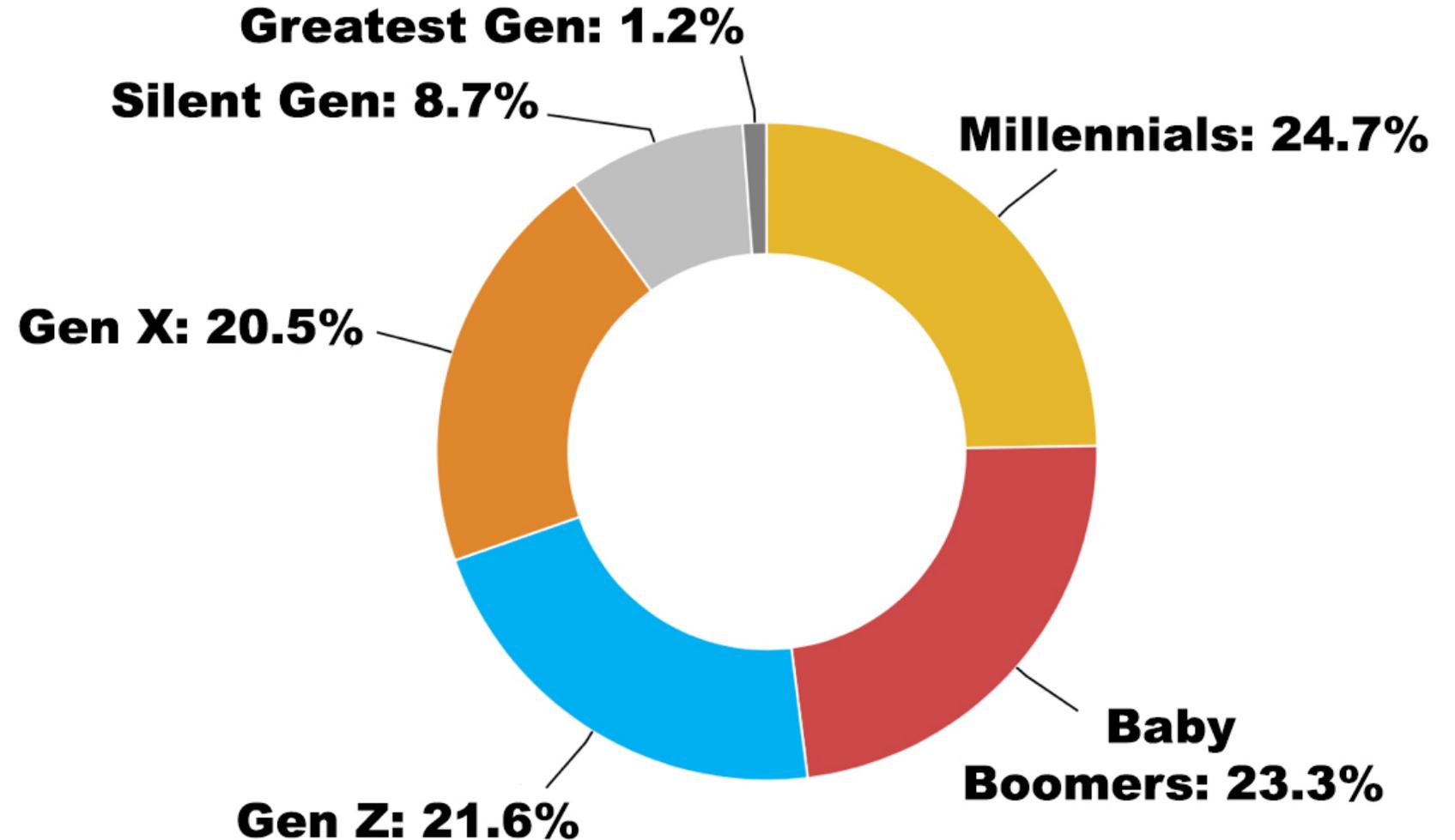
Born 1965 – 1980

Millennials

Born 1981 – 1998

Generation Z

Born 1999 – 2015



# The Silent Generation

- Born 1928 – 1945
- Age 72 – 89
- Born During the Great Depression or WWII
- Typically grew up expecting a difficult life
- Called “Silent” because they didn’t protest
- Hate waste and value thrift



# Baby Boomers



- Born 1946 – 1964
- Age 53 – 71
- Part of the huge population increase following WWII
- Grew up during a time of widespread prosperity
- Involved with anti-war protests and the civil rights movement
- Most impacted by television

# Generation X

- Born 1965 – 1980
- Age 37 – 52
- Birth rate smaller than previous generation
- Last generation to grow up without the Internet
- Self reliant, cynical
- More traditional than their parents



# Millennials



- Born 1981 – 1998, Age 19 – 36
- Almost all grew up with a computer and the Internet
- Experienced the largest economic decline since the Depression
- Housing prices made living independently increasingly difficult
- Value thrift, and interested in “up-cycling” as a way to avoid waste
- Language conscious

# Communication Differences

- Silent Generation and Boomers typically prefer phone or mail
  - Often favor formality and precision in communication
  - Like to deal with business face to face
  - Like to talk about work and experience
- Generation X and Millennials typically prefer email or texting
  - Often favor efficiency and time savings in communication
  - Like to deal with business asynchronously
  - Will make small talk about personal interests, hobbies and home life

# How Generations View Authority

- Silent Generation typically prefers rigid command structure
  - Prefer to know who is in charge
- Baby Boomers typically value authority but are willing to question
  - They value working collaboratively
- Generation X typically are skeptical about authority
  - When in a position of power they expect to be challenged
- Millennials typically are willing to abandon authority entirely
  - If they don't like decisions, they will often go do their own thing

# Meeting Preferences

- Silent Generation typically enjoy lengthy, formal meetings, minutes, and correspondences
- Baby Boomers typically dislike meetings but enjoy social gatherings
- Generation X typically likes traditions and rituals but dislike time-consuming minutes and correspondences
- Millennials are likely to tune out during anything they don't consider relevant to them.
  - They don't consider it rude to "multi-task" during meetings

# Lodge Activity Preferences

- Silent Generation typically consider lodge meetings an end unto themselves but also enjoy potlucks
- Baby Boomers typically enjoy lodge social events such as dinners and parties and often prefer that alcohol be served at these
- Generation X and Millennials typically see a lodge as a platform for accomplishing specific aims
  - Their social outlets are primarily online so they don't need to use the lodge for this as much
  - They often prefer events that are tailored to their specific individual interests

# Articulating Odd Fellowship to Generations

- The Silent Generation: “The lodge is a great bunch of guys/gals”
- The Boomers: “Want to come join our clubhouse?”
- Generation X: “Our group has great history and initiations”
- Millennials: “We can help you accomplish your project”

# Generation Z

- Born 1999 – 2015
- Age 2 - 18
- More tolerant of others, including race, culture and sexual orientation
- More cautious, less risk taking
- Value hard work
- More likely to feel lonely or isolated

