

# From Boom(er) to Z(oomer): How to Collaborate, Cooperate, Manage, Lead, and Understand Across Generations

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# Agenda

Learning Outcomes

Introduction to Intergenerational Communication

Understanding Each Generation

Bridging the Generational Gap

Practical Applications

Q&A and Closing



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# Learning Outcomes

**Awareness:** Increase awareness of the distinct characteristics, values, and communication styles of Baby Boomers, Generation X, Millennials, and Generation Z.

**Strategies:** Equip learners with practical communication strategies tailored to different generational needs and preferences.

**Application:** Provide insights into how these strategies can be applied to enhance collaboration and understanding.

**Engagement:** Encourage active participation and sharing of personal experiences to enrich the learning experience.



Who are we talking about?



## Baby Boomers

1. Oprah Winfrey (born 1954) - Media executive, actress, talk show host, television producer, and philanthropist known for "The Oprah Winfrey Show."
2. Bill Gates (born 1955) - Co-founder of Microsoft and a prominent figure in the tech industry, known for his philanthropy through the Bill & Melinda Gates Foundation.

# Baby Boomers (1946 – 1964)

- **Characteristics and Values:**
  - **Work Ethic:** Strong work ethic, value loyalty, and often define themselves by their professional achievements.
  - **Discipline:** Grew up in a time of economic prosperity, which fostered a disciplined and goal-oriented approach to life.
  - **Optimism:** Experienced post-WWII optimism and significant social changes, making them generally optimistic and confident.
  - **Traditionalism:** Tend to value tradition, stability, and respect for authority.

# Baby Boomers (1946 – 1964)

- **Communication Preferences and Styles:**
  - **Face-to-Face:** Prefer face-to-face or phone conversations over digital communication.
  - **Formal:** Tend to use more formal language and appreciate structured, respectful communication.
  - **Direct:** Value direct and clear communication, with an emphasis on details and facts.
  - **Written Communication:** Comfortable with written memos, letters, and reports.



## Generation X

1. Jennifer Aniston (born 1969) - Actress best known for her role as Rachel Green on the television sitcom "Friends" and her successful film career.
2. Elon Musk (born 1971) - Entrepreneur and CEO of SpaceX and Tesla, known for his work in advancing technology and space exploration.

# Generation X (1965 - 1982)

- **Characteristics and Values:**

- **Independence:** Known for their independence and self-reliance, often referred to as the "latchkey generation."
- **Skepticism:** Tend to be skeptical and value transparency due to witnessing economic and corporate instability.
- **Work-Life Balance:** Highly value work-life balance, having seen their parents' struggles with workaholism.
- **Adaptability:** Grew up during technological transitions, making them adaptable and resourceful.

# Generation X (1965 - 1982)

- **Communication Preferences and Styles:**

- **Efficiency:** Prefer efficient, no-nonsense communication. Email is a favored method.
- **Informal:** More informal in their communication style compared to Baby Boomers.
- **Concise:** Appreciate concise and to-the-point information.
- **Digital:** Comfortable with digital communication tools, such as email and text messaging.



## Millennials

1. Beyoncé (born 1981) - Singer, songwriter, and actress, recognized for her impact on music and pop culture with hits like "Single Ladies" and "Crazy in Love."
2. Mark Zuckerberg (born 1984) - Co-founder and CEO of Facebook, influential in the development of social media and digital communication.

# Millennials (1983 - 2000)

- **Characteristics and Values:**

- **Tech-Savvy:** Grew up with technology and the internet, making them highly tech-savvy.
- **Collaboration:** Value collaboration and teamwork, often seeking collective input and feedback.
- **Purpose-Driven:** Desire meaningful work and are motivated by a sense of purpose and social impact.
- **Flexibility:** Value flexibility in work arrangements and learning environments.

# Millennials (1983 - 2000)

- **Communication Preferences and Styles:**
  - **Digital Communication:** Prefer digital communication, such as texting, social media, and instant messaging.
  - **Casual:** Tend to communicate in a casual, conversational style.
  - **Visual:** Respond well to visual communication, including videos and infographics.
  - **Feedback:** Appreciate regular feedback and open lines of communication.



## Generation Z

1. Greta Thunberg (born 2003) - Environmental activist known for her efforts to address climate change, including her influential speeches at international forums and her role in the global Fridays for Future movement.
2. Timothée Chalamet (born 1995) - Actor known for his roles in films such as "Call Me by Your Name," "Little Women," and "Dune."

# Generation Z (2001 - 2018)

- **Characteristics and Values:**

- **Digital Natives:** The first generation to grow up with smartphones and social media from a young age.
- **Pragmatic:** Tend to be pragmatic and realistic, having grown up in a time of economic and social uncertainty.
- **Diversity and Inclusion:** Highly value diversity, inclusion, and social justice.
- **Entrepreneurial:** Show a strong entrepreneurial spirit, often seeking opportunities for innovation and self-employment.

# Generation Z (2001 - 2018)

- **Communication Preferences and Styles:**
  - **Instant Communication:** Favor instant communication methods, such as texting, social media, and messaging apps.
  - **Multimedia:** Prefer multimedia communication, including videos, memes, and GIFs.
  - **Brevity:** Value brevity and concise communication.
  - **Authenticity:** Appreciate authentic and transparent communication, often favoring real-time interaction and feedback.

# Generations Today

	<b>Builders</b> <i>Silent Generation</i>	<b>Boomers</b> <i>Pig in Python Generation</i>	<b>Busters</b> <i>Generation X</i>	<b>Millennials</b> <i>Generation Y</i>	<b>Homelanders</b> <i>Generation Z</i>
<b>Era they were born</b>	1929 – 1945	1946 – 1964	1965 – 1982	1983 – 2000	2001 - 2018
<b>Life Paradigm or Narrative</b>	Be grateful you have a job	I deserve better	Keep it real	Life is a cafeteria	I'm coping and hoping
<b>Attitude to Authority</b>	Respect them	Replace them	Ignore them	Choose them	Not sure I need them
<b>Means of Communication</b>	Letter	Telephone	Email/SMS	MMS/Instant Message	Emojis



**Who is the best teacher you've ever had?**



**Why do some students persist and others do not?**



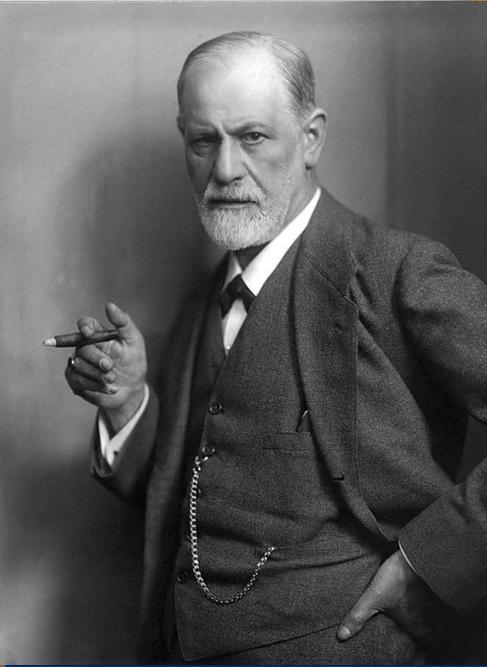


## Belonging

1. Recognize their unique efforts and accomplishments.
2. Acknowledge and appreciate contributions to make them feel valued.
3. Practice candor and give opportunities to share their honest opinions.
4. Encourage everyone to bring their whole selves to improve retention and performance.

# Generation Z – Changes In Progress

- Confidence is morphing into caution
- Idealism is morphing into pragmatism
- Attacking a career is morphing into hacking one
- Consuming media is morphing into creating media
- Spending money is morphing into saving money
- Viral posts are morphing into vanishing ones
- Text messages are morphing into iconic messages
- Anticipation is morphing into anxiety



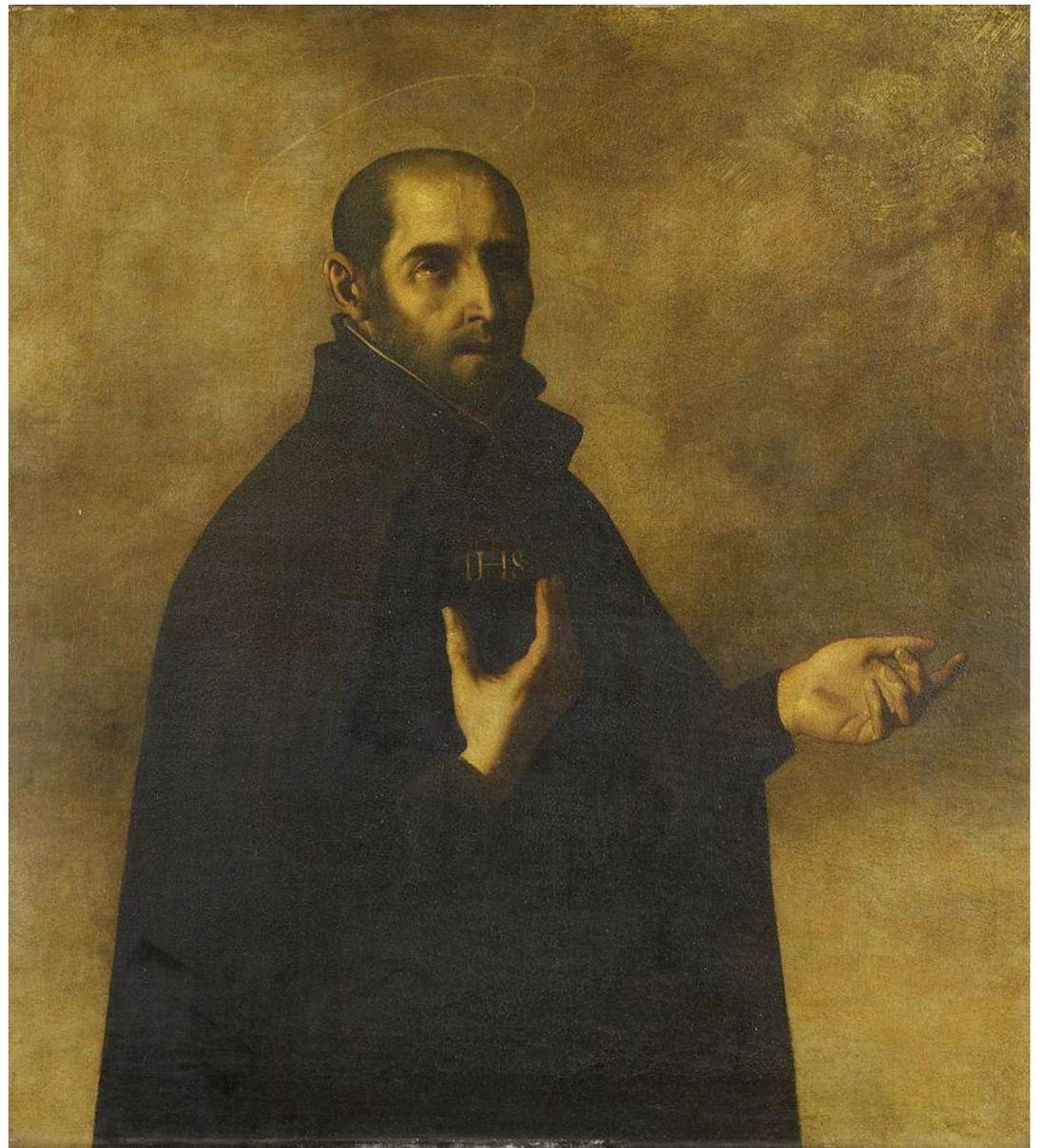


## THE LATE NIGHT HOST

# THE CATHOLIC SAINT



**Saint Ignatius of Loyola**



## Saint Ignatius of Loyola

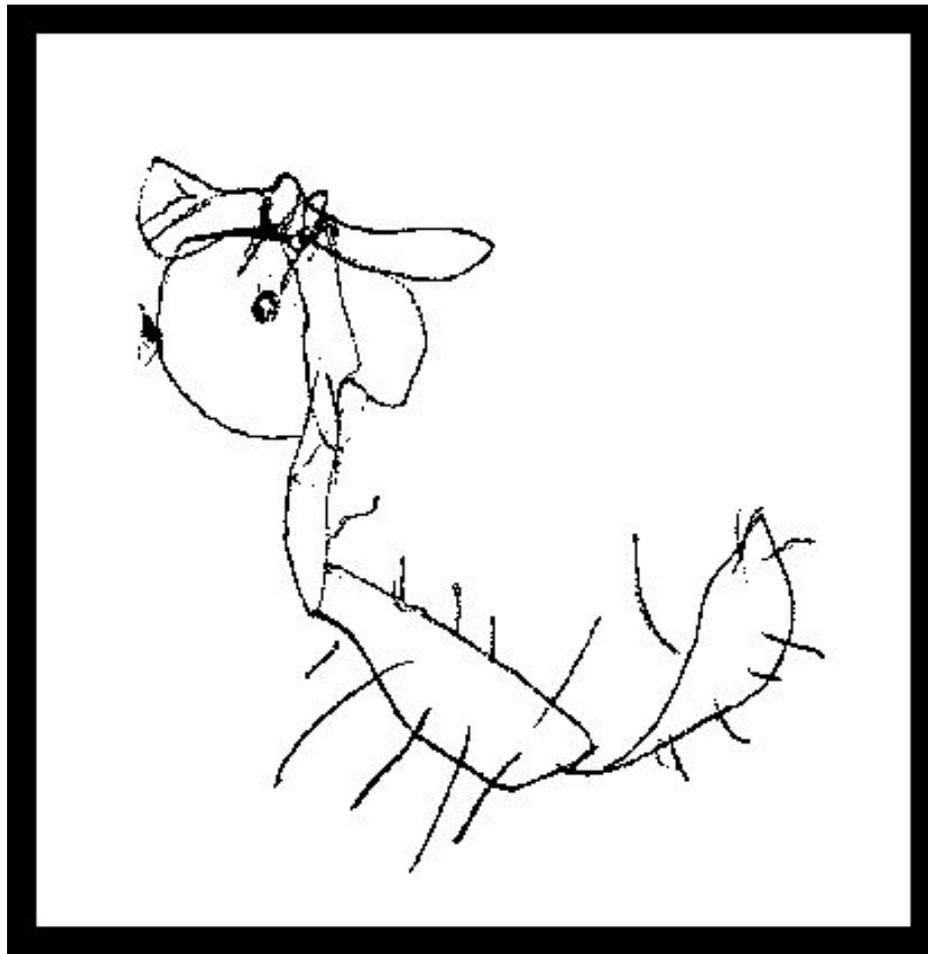
### Presupposition of Goodwill

1. **Assume Positive Intent:** Start with the belief that others are motivated by good intentions, even if their actions or words seem problematic.
2. **Seek Clarification:** If there is ambiguity or misunderstanding, ask questions to clarify before forming negative opinions.
3. **Practice Empathy:** Try to understand the perspective and context of the other person, placing oneself in their position.
4. **Communicate Respectfully:** Approach conversations with respect and openness, avoiding confrontational or accusatory language.





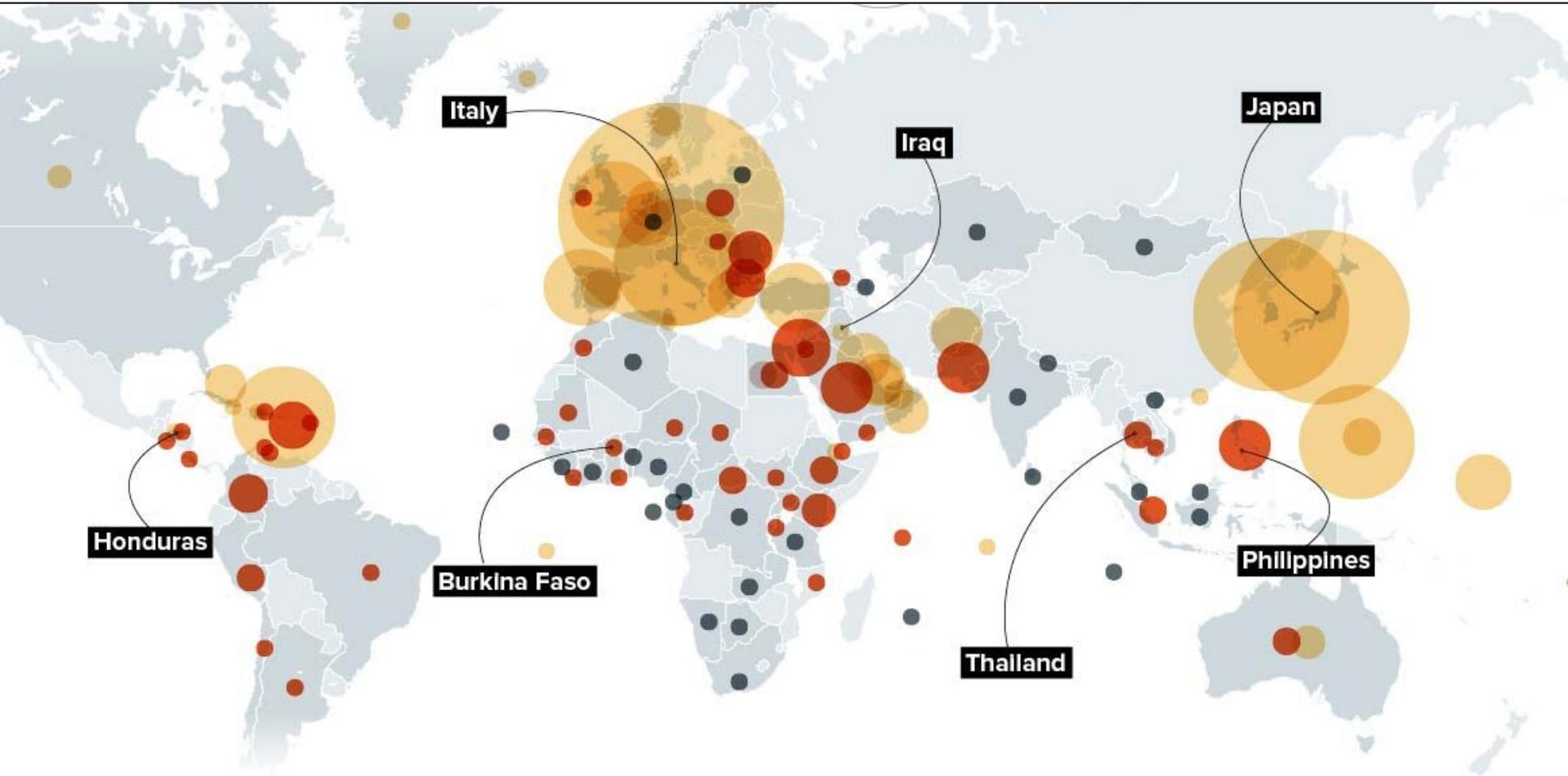
# THE MONTESSORI TEACHER



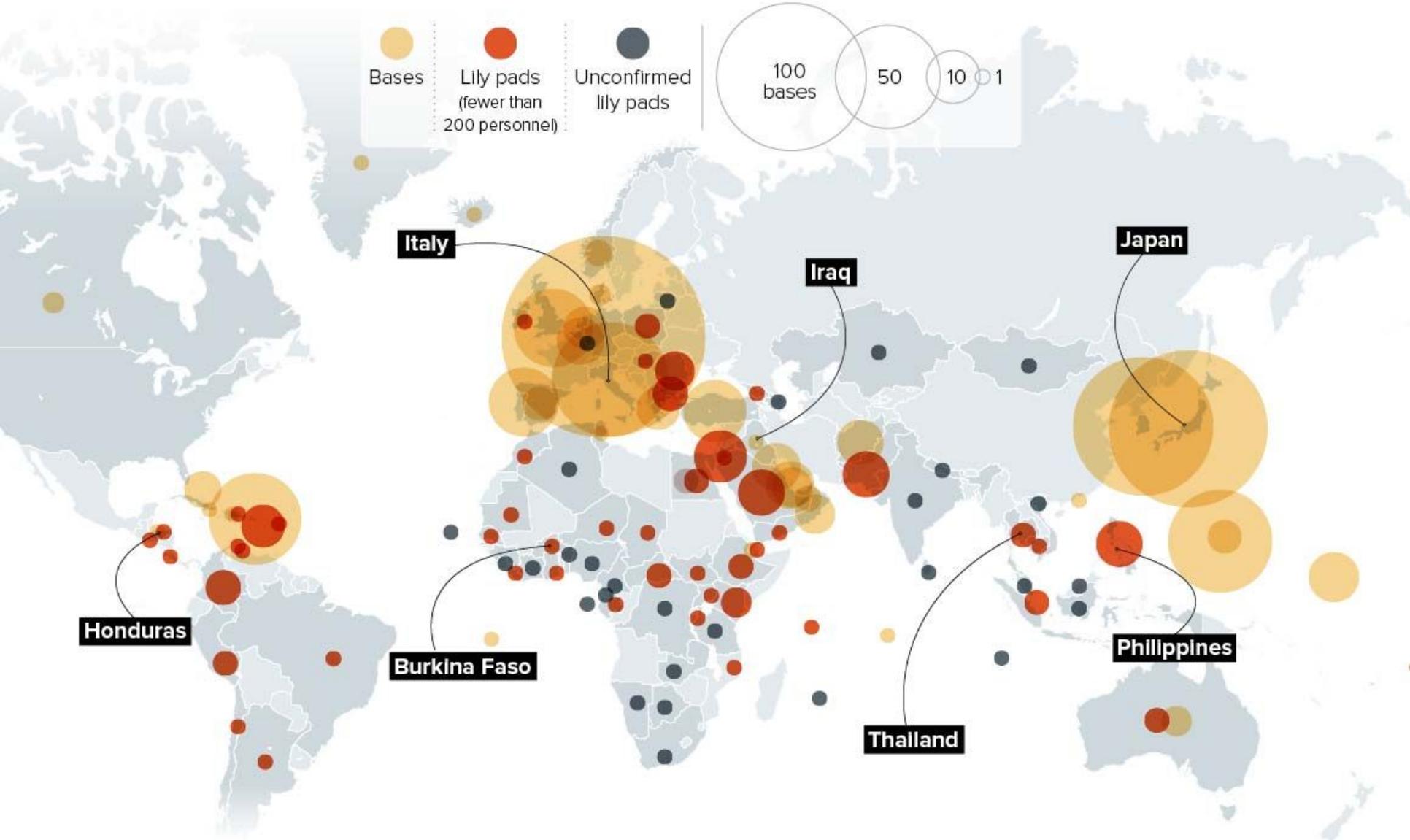
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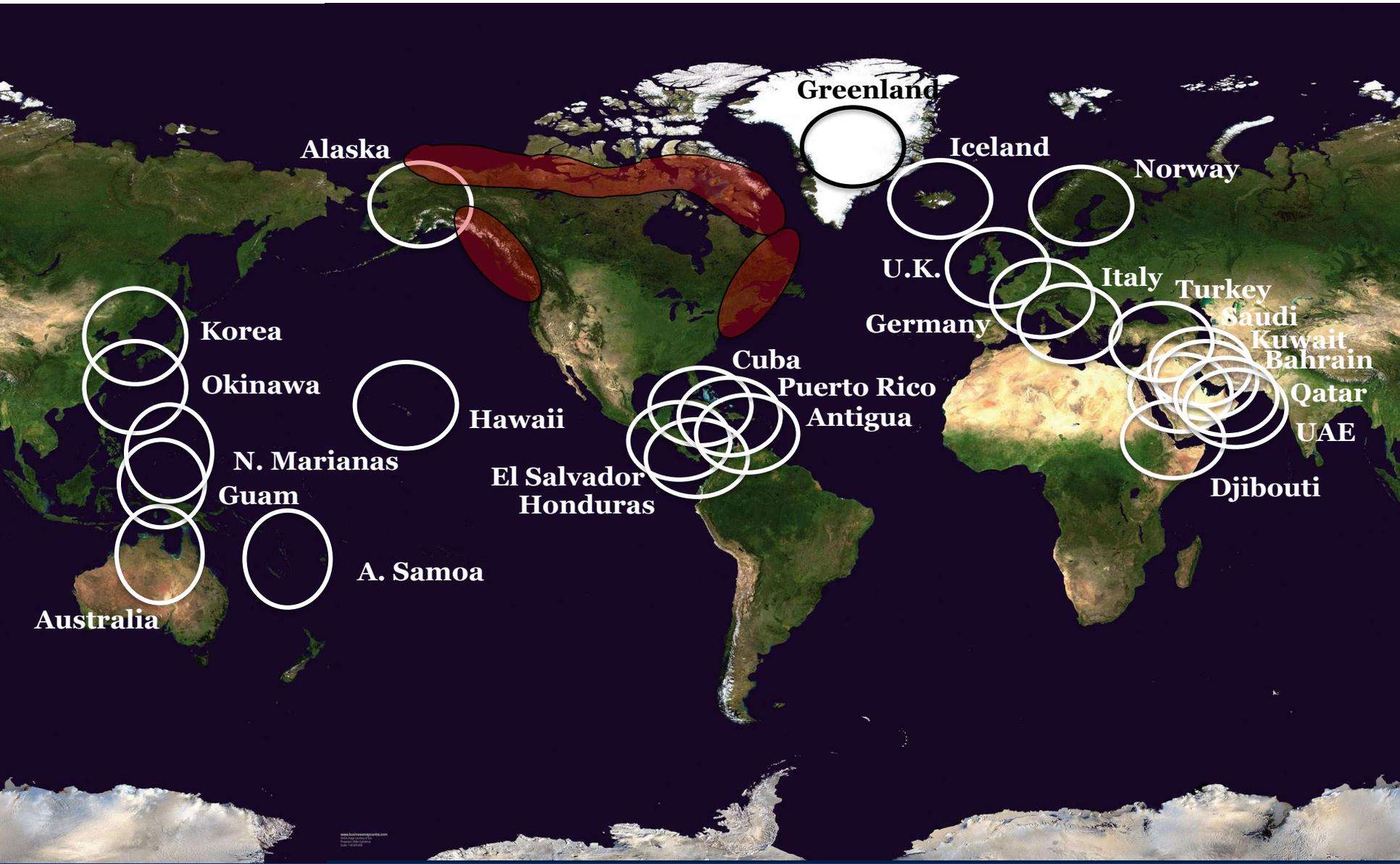


# What Do You See?



# American Overseas Military Installations





Greenland

Alaska

Iceland

Norway

Korea

U.K.

Italy

Okinawa

Hawaii

Cuba

Germany

Turkey

Saudi

Kuwait

N. Marianas

Guam

El Salvador  
Honduras

Puerto Rico  
Antigua

Bahrain

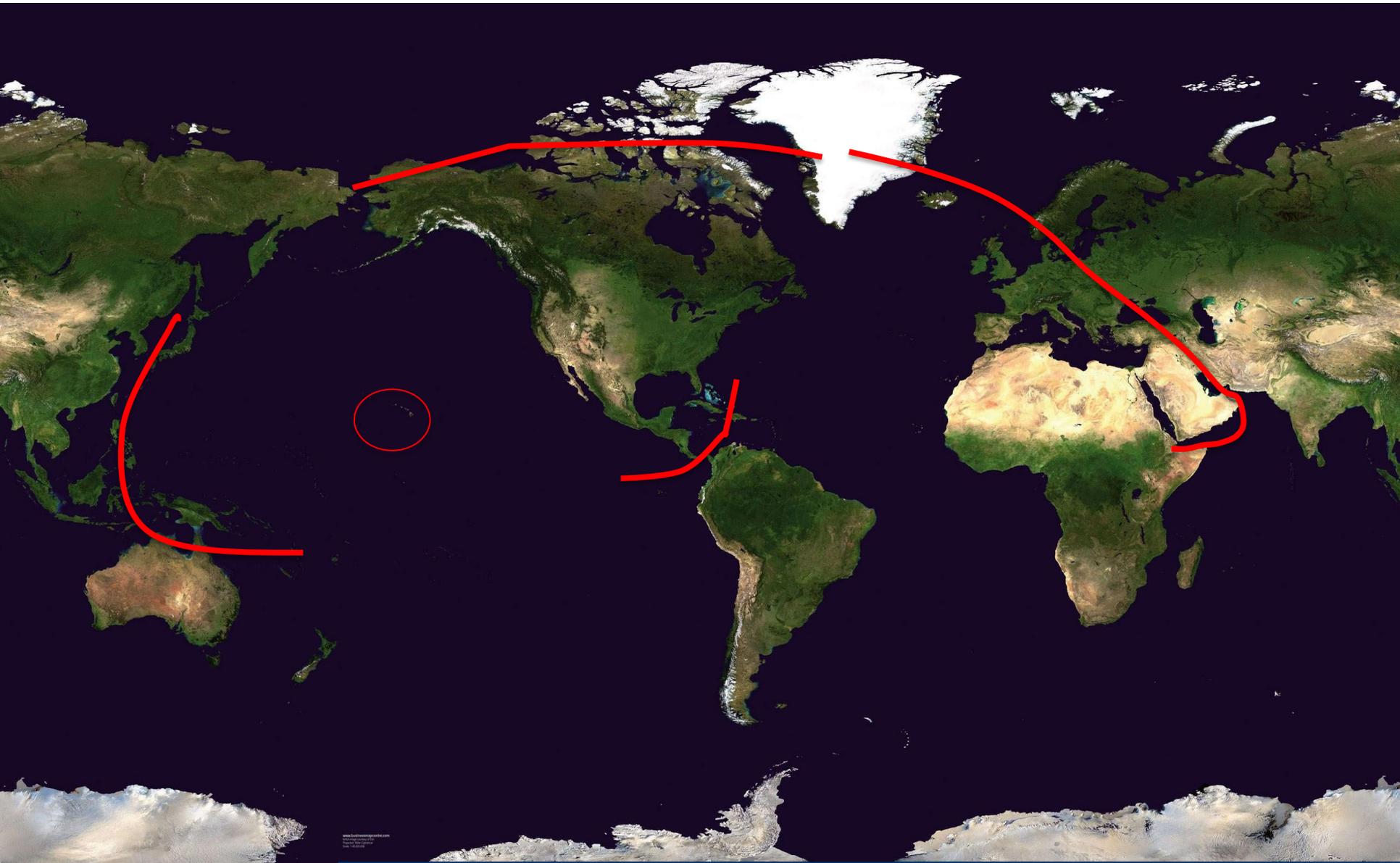
Qatar

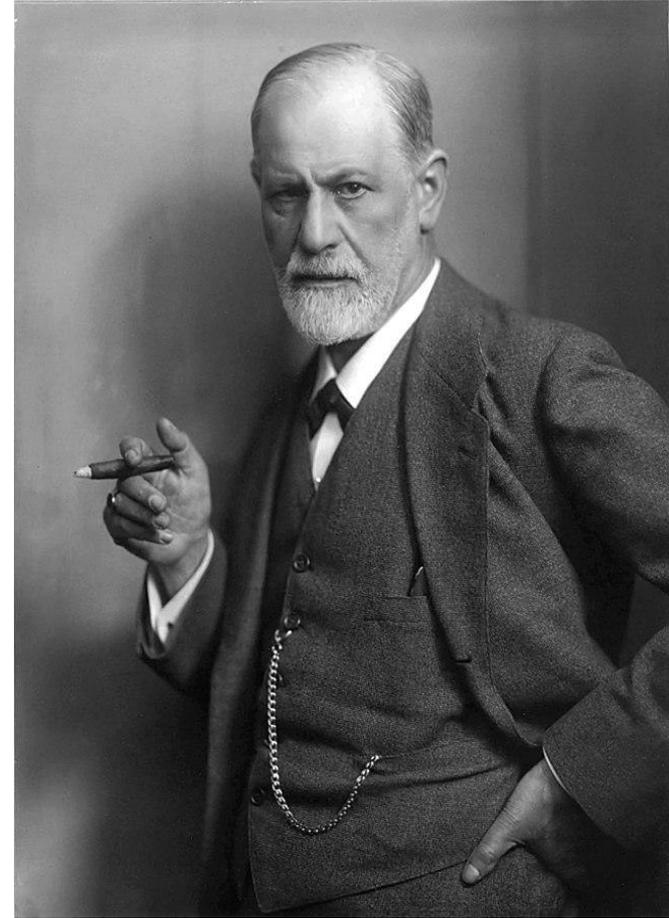
UAE

A. Samoa

Djibouti

Australia





# THE PSYCHOLOGIST

## What Would Freud Say?

Young People  
are not *Adult*  
*Brains in Small*  
*Bodies.*



*Meet them where they are.  
Take them where they need to  
go.*



# THE BAROQUE PAINTER



# Las Meninas



# **Q&A / Discussion**