



TURNING GENERATIONAL CHALLENGES INTO GENERATIONAL STRENGTHS!

**Master Class Presented by:
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WHAT THIS PRESENTATION IS ABOUT:

“Phantom rules”
about generations

Challenges
different
generations face

How to get the
most out of your
multi generational
team

BABY BOOMERS VS MILLENNIALS



CHALLENGES ENCOUNTERED WITH A MULTI- GENERATIONAL TEAM

Power Walk Time!



AS LEADERS WE...

- Set goals
- Hit benchmarks
- Increase revenue
- Manage & motivate staff
- Increase productivity
- Climb career ladder
- Manage personal lives



KeyBridge™
Medical Revenue Care™



CHALLENGES THE DIFFERENT GENERATIONS FACE IN THE WORKPLACE



GENERATION Z

Born 2000-TBD

Employees in entry
positions



GENERATION Z CHALLENGES



MILLENNIALS

Born 1977-1999

Employees now in their mid 20's to early 40's

- Young Invincibles
- First generation of children with schedules
- Came of age in a period of economic expansion





MILLENNIALS CHALLENGES



GENERATION X

Born 1965-1976

Employees now in their mid 40's to mid 50's

- First generation to grow up with computers
- Grew up taking care of themselves
- The 'middle child' of generations
- Over 60% attended college



GENERATION X CHALLENGES



BABY BOOMERS

Born 1946-1964

Employees now in their mid 50's to early 70's.

- Post War babies
- “The American Dream” was promised to them and they went after it!
- Expressed their identity by listening to Rock n Roll



BABY BOOMERS CHALLENGES



TRADITIONALISTS

Born Pre 1946

Employees now in their 70's.

- Strongly influenced by the Great Depression and WWII
- Experienced hard times growing up followed by times of prosperity



TRADITIONALISTS CHALLENGES



STAHLER.
12/30

WHY DO YOU SAY 'HANG UP YOUR PHONE'?



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NEGATIVE STEREOTYPES

Baby boomers
are **fossilized** and
narcissistic

Gen Xers are
slackers

Millennials are
more narcissistic
than Boomers



MANAGING ACROSS GENERATIONS

GROUP “a-ha” TIME!

HOW TO OVERCOME GENERATIONAL DIFFERENCES AT WORK

#1 Awareness and Appreciation

#2 Be Respectful

#3 Find Common Ground

#4 Slay your Assumptions

#5 Pursue Cross-Generational Interactions

Source: Ryan Jenkins Internationally Recognized Keynote
Speaker & Author

ADAPT TO COMMUNICATION STYLES



**ULTIMATELY, WE ALL WANT THE SAME
THING, TO BE VALUED AND APPRECIATED.**



BENEFITS OF EMPLOYEE ENGAGEMENT

Employees

- Lower stress
- Higher job satisfaction
- Greater satisfaction with personal lives

Employers

- Reduced healthcare costs
- Fewer sick days
- Increased productivity
- Longer tenure
- Stronger customer relationships

Psychological Safety



TURNING CHALLENGES INTO STRENGTHS

- Encourage feedback
- Create opportunities
- Build trust
- Share skills

WHAT NOW?



“ A positive, enthusiastic and affective connection with work that motivates an employee to invest in getting the job done, not just “well” but “with excellence” because the work energizes the person. ”

Employee Engagement



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