



COMMUNICATING WITH PEOPLE UNDER THE AGE OF 30



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THE TRADITIONAL GENERATION

- Born between 1930-1945.
- Survived the depression and WW2.
- Grew up in a world of order and clearly defined roles.
- They were taught frugality.
- They trust in institutions.
- They believe in hard work.
- They climbed the ladder of success for recognition.
- The motto of this generation is “pay your dues.”

BABY BOOMERS

- Born between 1946 and 1960.
- 80 million of them.
- Big spending, best educated, and most sophisticated group in history.
- They like working with and competing with their peers.
- They will fight for a cause.
- They work so that they can later indulge.
- They value and create change.
- The motto of this generation is “work hard, play later.”

GENERATION X

- Born between 1961-1980.
- A generation of latch key kids.
- Independence and self-reliant.
- Entrepreneurial.
- They don't trust institutions or work security.
- They want balance in their lives.
- They refuse to defer gratification.
- The motto of this generation is “Life/Work balance.”

GENERATION M

- Born between 1995-2010
- Media or Multi-tasking generation.
- Coming of age with the Internet.
- Super communicators
- Stay tuned for more info...

“TWELVE COMMON CHARACTERISTICS OF GENERATION WHY”

© Eric Chester, “Employing Generation Why”

- 1) Impatient. Its all about speed. Baby Boomers and Generation X taught their children that waiting is bad. We’ve created a Generation of Stress Puppies who will stand in from of a microwave and yell “I haven’t got all minute”.
- 2) Adaptable. It isn’t that Generation Why is addicted to change as much as they have already seen so much of it that they are equipped to process it.
- 3) Innovative. Even though we may wish that Generation Whys had more reverence for history, they are growing up in a world where you can’t keep up by keeping up. You have to think ahead.
- 4) Efficient. Maximum results with minimal effort. That’s Generation Why.
- 5) Desensitized. Why do Generation whys emit this “been there/done that” attitude? Because its true or its virtually true. 1000 satellite channels and the internet. Don’t think they haven’t seen it.
- 6) Disengaged. Generation Why has seen the bad guy get away with it too many times. They know that bad things are going on in the world and that doom and gloom are pumped at them 24/7. They have no sense that there is leadership to solve the problems of the world and so another day means another crisis. They’re cynical enough to see that if a problem can’t be solved, then maybe it shouldn’t be worried about.
- 7) Skeptical. They feel conned, manipulated, cheated and exploited by politicians, media, advertisers and the institutions that downsized their parents and their pensions. They don’t believe what they hear and if they discover they’ve been had its “Situation normal”.
- 8) Resilient. This Generation is risk takers. They are bold and daring and they certainly aren’t going to play it safe for job security. To them that is an oxymoron. They may quit a job out of boredom but seldom will they leave a job for being too challenging.
- 9) Disrespectful. Ask anyone over thirty to respect their elders and they may roll their eyes. But ask anyone under thirty and you’ll get a blank stare. Its not that they don’t value respect. They crave respect. But it’s a trade. You respect me, then maybe I’ll respect you.
- 10) Bluntly expressive. Feedback is immediate. This Generation has been taught to speak their mind. And not just from their Boomer and Xer parents. They’ve learned that being rude and crude draws laughter, applause and maybe an endorsement contract.
- 11) Tolerant. Credit the civil rights movement or hippie parents but this Generation will someday be remembered for being more tolerant of race, creed, color, faith, sexual orientation, age, income status among others. Generation Why doesn’t tolerate intolerance.
- 12) Committed. They are looking for something to believe in. If they make a connection, find a purpose, become intrigued they are relentless foot soldiers for the team. If someone believes in them and they understand the why and like what’s in it for them. They are fiercely loyal. Boomers and Generation X will often run at the first sign of turbulence. Not Generation Why.

WHAT CAN YOU DO TO ATTRACT AND COMMUNICATE AND MANAGE PEOPLE UNDER 30?

- Remember the why and the what is in it for them.
- Wage a battle against boredom. Fun through competition, Fun through participation and fun through interaction.
- Keep the rulebook light and tight. What does Generation Why respect? Fair, relevant, consistent and enforced.
- Integrate young workers and don't pigeon hole jobs based on gender or age.
- Fight the urge to demand respect and demonstrate knowledge and accomplishment to earn respect.
- Don't waste their talent for digesting information quickly and let young workers help you be nimble in your industry.
- Keep them informed of both successes and defeats in your business and make sure that they are aware of their personal successes too.
- Reward the behaviors you want.
- Bring the love, and keep it real. 100% truth, 100% of the time.