

# Four Generations in the Workplace : Effective Communication amongst Diversity

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DR. INGRID PROVIDENT ED.D, OTR/L FAOTA

EDUCATION SPECIALIST

IPROVIDENT@SELECTREHAB.COM

Ingrid Provident, Ed.D, OTR/L,  
FAOTA

*Education Specialist*

[iprovident@selectrehab.com](mailto:iprovident@selectrehab.com)



# Learning Objectives

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By the End of the Presentation, the learner will be able to:

1. Define the common characteristics of the different generations in the workforce
2. Identify the best ways to manage the various generations to promote satisfaction and harmony
3. Analyze the four different brain colors and the strengths and preferences of each.

# How Do We Embrace Multi-Generational Needs in the Workplace ?

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1. Understand What Your Team Needs
2. Make an Effort to Learn from Each Other
3. Improve Your Emotional Intelligence
4. Communication

GENERATION	CAREER DRIVERS	WORK STYLE	% OF CURRENT WORKFORCE	% OF 2025 WORKFORCE
 <p><b>BOOMERS</b> (1946 - 1964) "ME" GENERATION</p>	Workaholic, loyal to company, pensions, 401K	Good delegators, team players, believe in "paying your dues"	<b>33%</b>	<b>5%</b>
 <p><b>GENERATION X</b> (1965 - 1980) "SANDWICH GENERATION"</p>	"Meat" of the operation, most leadership positions, work/life balance	Follow rules, independent, resourceful, innovative, hard workers	<b>32%</b>	<b>20%</b>
 <p><b>GENERATION Y</b> (1981 - 1996) "MILLENNIALS"</p>	Flexibility, purposeful work, maintain skills, stay competitive	Prefer small groups, high level of cooperation & flexibility	<b>31%</b>	<b>35%</b>
 <p><b>GENERATION Z</b> (1997 - 2015) "DIGITAL NATIVES"</p>	Concerned about security and money, more pragmatic than Millennials	"Show Me" generation: need step-by-step instructions, face-to-face communication with managers	<b>4%</b>	<b>40%</b>

# Compelling Messages From Formative Years

## Traditionalists

Make do or do without  
 Consider the common good  
 Stay in line  
 Sacrifice  
 Be heroic

### Technology Era:

#### Radio



## Baby Boomers

Change the world  
 Work well with others  
 Live up to expectation  
 Duck and cover  
 Be anything you want to be

### Technology Era:

#### Television



## Generation X

Don't count on it  
 Heroes don't exist  
 Get real  
 Take care of yourself  
 Always ask "why?"

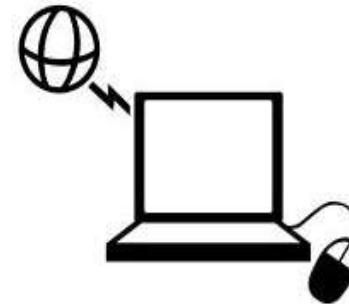
### Technology Era: Personal Computer



## Millennials

You are special  
 Leave no one behind  
 Connect 24/7  
 Achieve now!  
 Serve your community

### Technology Era: The Internet



## Generation Z

Racially and Culturally Diverse  
 Multi-task  
 Google It!  
 Globally Connected

### Technology Era: Mobile Devices



Source: [http://assets.aarp.org/www.aarp.org/\\_cs/misc/leading\\_a\\_multigenerational\\_workforce.pdf](http://assets.aarp.org/www.aarp.org/_cs/misc/leading_a_multigenerational_workforce.pdf)

# Challenges Vs. Opportunities

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Baby boomers or Traditionalists can see younger employees as children and act parental

Gen X or Gen Y in management may treat older employees as parents / grandparents

Managers not holding them accountable

Identifying and addressing these differences can reap benefit of multi-generational strengths



Strategies to Effectively Lead and Manage the various Generations in the Workplace



# Veteran / Traditionalists

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Value their Experience

Spend adequate time in orientation and training activities

Extra time w/ Technology

Respect Common norms of Courtesy

Identified with their work role



# Baby Boomers

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Show them how they can be an organizational star

Provide them with developmental opportunities

Involve them in operational matters.

# Generation X

## FAMOUS GEN X'ers.



Partner them with mentors that they respect

Promote work/life balance

Refrain from giving them too much extended hands-on supervision.

# Gen Y / Millennials

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Provide them with structure

Be generous with training and orientation activities

*Partner them with Boomers as Mentors*



# Generation Z

## FAMOUS GEN Z.



Channel their creativity

Encourage them to communicate outside of technology

Listen to their ideas

Provide pleasant working environments

*Projected to make up the largest % in workforce by 2025*

Relate to social causes:

Environment, DEI, Ethics

# The Generations At Work

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- Not everybody in the workplace is motivated by the same things anymore
- Getting the most out of each generation requires flexibility
- When companies get it, both the company and the employees win

# Evidence of Conflicts...

- “They have no work ethic. They’re a bunch of slackers.”
- “So I told my boss, if you’re looking for loyalty, buy a dog.”
- “If I hear, ‘We tried that in ‘87 one more time, I’ll hurl.’”
- “Lighten up! Work should be fun.”
- “I have a new rule. I will not attend meetings that start after 5 PM - I have a life.”
- “Many of the interviewers did not understand my windy path through employment, which is, of course, a characteristic of my generation. They didn’t understand I wasn’t looking for one job for the rest of my life and that I wasn’t looking for money and status.”

**Let's Play**

**the**

**“GENERATION GAME”!**



**A. Traditionalists / Baby boomers** (born before 1964)

**B. Gen Xers** (born 1965-1980)

**C. Millennials/Gen Y's** (born 1981-1996)

**D. Gen Z's** (born 1997-2012)

Who is in the Audience?

# Question # 1 – Communication Style

**Which of the following is your preferred communication style in the office?**

- A. In person**
- B. Phone**
- C. E-mail**
- D. Texting**

# Question # 2 – Work / Life Balance

**How do you define your work / life balance?**

- A.** I don't have one: long hours to maintain job security
- B.** I don't have one: long hours = identity / sense of contribution
- C.** I have a balance
- D.** I'm working on it

# Question # 3 - Rewards

What is your idea of a reward  
for a job well done?

- A.** Pat on the back
- B.** Money, title, recognition
- C.** Freedom – day off
- D.** More meaningful work / projects

# Question # 4 – Changing Jobs

**Why would you change jobs / companies?**

- A. Wouldn't - company loyalty**
- B. To do something different**
- C. It's necessary**
- D. Routine**

# Leader To Do List

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Understand What Your Team Needs  
Make an Effort to Learn from Each Other  
Improve your Emotional Intelligence  
Master Effective Communication



# Generation X at Work

## Recruit and Retain

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Show them lots of options for their workplace schedule.

Allow them to work autonomously.

Tap into their adaptability. Generation Xers are typically flexible, and many are independent operators. Give them an important task that needs to get done; they'll likely get it handled!

Give FAST (Frequent, Accurate, Specific, Timely) feedback in order for them to build their skills and improve their resumes.

Source: [http://assets.aarp.org/www.aarp.org/\\_cs/misc/leading\\_a\\_multigenerational\\_workforce.pdf](http://assets.aarp.org/www.aarp.org/_cs/misc/leading_a_multigenerational_workforce.pdf)



# Millennials Gen Z at Work

## Recruit and Retain

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Tap an outstanding employee from the Millennial or Gen Z Generation to talk to the candidate about the company.

Provide flexibility to allow them to pursue their many outside interests.

Get them involved in meaningful volunteer efforts. These workers are community-oriented and are graduates of required community service hours.

Count them in on benefits like 401(k) plans. Millennials and Gen Z are financially savvy. College Loan matching for debt reduction

Use their capability to access and share information quickly. This is the most technologically and globally aware generation.

Pair them up with older mentors.

Help them learn interpersonal skills for the workplace. They may need to be rescued from difficult situations while they develop these skills.

Source: [http://assets.aarp.org/www.aarp.org/\\_cs/misc/leading\\_a\\_multigenerational\\_workforce.pdf](http://assets.aarp.org/www.aarp.org/_cs/misc/leading_a_multigenerational_workforce.pdf)

# Technology in the Workplace

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- The company should:
  - Develop a policy that outlines corporate guidelines for communicating in the online world
  - Build a centralized hub for employees to communicate both internally and externally
  - Encourage management to actively spread the message through social media

# Focus on Important Trends for All

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Meaningful Work

Open Communication: Listening to Concerns,  
Actively seeking dialogue / Feedback

Connect Individual efforts to Organizational  
Mission

Promote Individualized Recognition and  
Rewards

# What's in Common?

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**Flexibility** is important regarding work-life balance

Highest indicator of satisfaction is to feel **valued** on the job

Career **development** is a high priority

Supportive work environment where they are **recognized** and **appreciated** with **rewards** for **results**

And, most importantly, all generations value **trust** and want **respect**

# General Strategies

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**Provide structure**

**Provide leadership/guidance/coaching**

**Create Opportunity for “Can do Attitude” – Set up Success**

**Reward Team Work**

**Provide Work / Life Balance**

**Employee Centered Workplace**

# TEAM WORK

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Strive to develop empathy and understanding of generational characteristics – ultimately, the organization will be more effective and profitable

Team diversity can breed great success – this variety of experience provides essential tools to handle challenges faced by an organization

# Recruiting and Retaining Talent

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Time off as opposed to increased compensation

Wellness Programs

Mentoring

Opportunities for Remote work



# Communication Self Assessment

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# Self Assessment of Personal Communication Style

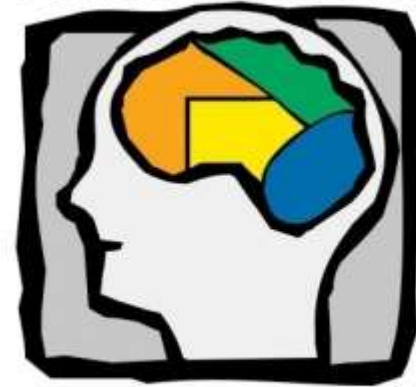
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When is the last time you took the time to assess your own Communication Style?

What Color is your Brain?

- Based on work of Sheila Glazov
- Brief assessment with no right or wrong answers
- Outcome provides you with your dominant brain color

What Color Is



Your Brain?®



# Which is your dominant Color

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## Results of the Self Assessment

- Which Column has the highest number?
- Column A- Yellow Brain
- Column B- Blue Brain
- Column C- Green Brain
- Column D- Orange Brain
  
- If you have equal numbers in more than one column, you have a more Blended Style

What Color Is



Your Brain?®

# Four distinct Brain colors

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- **Yellow Brainers** are Responsible, Organized, are stressed w disorganization 30-40% of people. Direct communicators
- **Blue Brainers** are Communicative, Helpful, tend to over-extend themselves, yet are inspirational, 30-40% of people.
- **Green Brainers** are Logical, Independent, stressed when not adequate resources, value efficiency and represent 10-15%
- **Orange Brainers** are Dynamic, Fun-loving, more informal communication style, do not like monotony and represent 10-15% of people

Once you understand yourself, the key is to unlock how you see others

HOW DOES YOUR DOMINANT BRAIN  
COLOR FOCUS YOUR LENS ON YOU  
SEE OTHERS?

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# When Communicating to :

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## Yellow Brainers

Be Polite and Punctual

Respect their personal values of organization and rules

Stay on Track

Tell them all the details

Encourage them to talk about their achievements

## Blue Brainers

Show you are Actively Listening

Respect their Emotions

Use Stories to explain your point of view

Connect with them personally

Encourage them to talk about their family

# When Communicating to :

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## Green Brainers

Do not make small talk

Respect their privacy

Be brief, but informative

Give them lots of data and statistics

Encourage them to talk about their knowledge and offer solutions

## Orange Brainers

Be direct

Respect their spontaneity

Make your point quickly

Give them the results, not facts and figures

Encourage them to talk about their personal lives (hobbies or vacations)

# How to Stay Motivated

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## Yellow Brainers

Keeping a positive Attitude

Scheduling Time off to Re-charge

Taking on a new task :I know I can do it”

Praise / Acknowledge Achievements

Demonstrate excellence

Expect the best from team

## Blue Brainers:

Performing Tasks they enjoy doing

Developing Friendships with other team members

Tapping into their creativity

Good Job gifts

Share inspirational stories

Showing interest in life outside work



# How to Stay Motivated

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## Green Brainers

Taking Continuing Education Classes

Being Able to Research New Ideas

Scheduling time to read books and articles

Set reasonable goals

Offer incentive or education

Fair Feedback

## Orange Brainers

Doing Something New Each day

Scheduling time for fun and Exercise

Enjoying Social Activities with team members outside of work

Team Celebrations

Contests w/in department

Giving Pep Talks



# Summary

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We do not all communicate the same nor do we see the situations from the same point of view.

Becoming knowledgeable of the differences can allow us to enjoy the rainbow of generational cohorts and brain colors in today's workplace.



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# Thank You!

Dr. Ingrid Provident Ed.D, OTR/L FAOTA  
Select Rehabilitation  
[iprovident@selectrehab.com](mailto:iprovident@selectrehab.com)