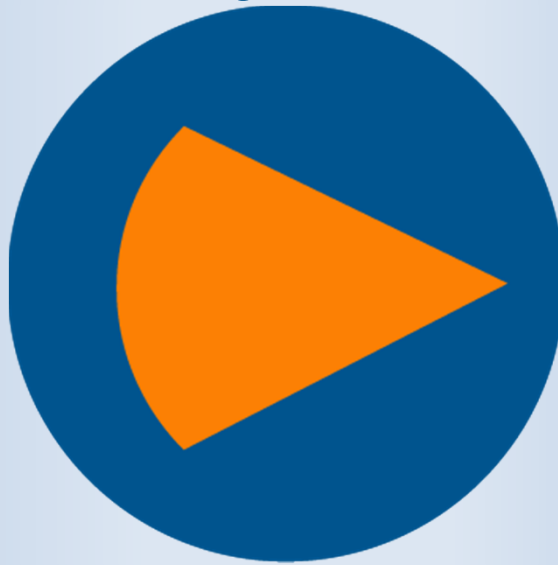


Advanced Project Management



Cultural Diversity – The Generation Gap

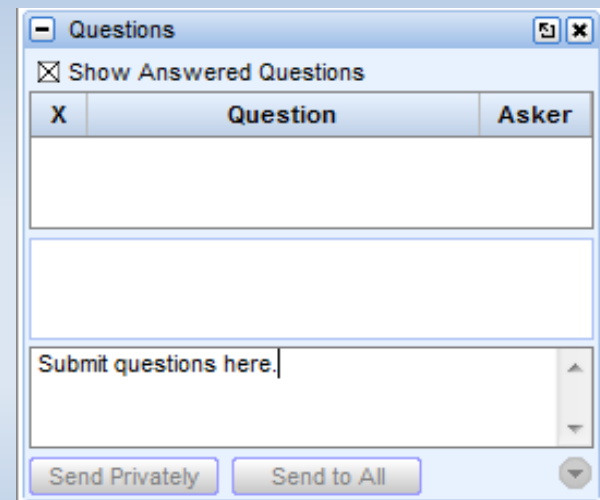
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Things to Know...

- ▶ All participants will be on mute.
- ▶ Questions are welcome.
- ▶ Use the question box to ask questions.
- ▶ PM training is valid for 1 PDU
- ▶ Must be in attendance
- ▶ PDU certificate sent by the end of the week



X	Question	Asker
---	----------	-------

Submit questions here.

Send Privately Send to All

Moderator

Denise Rodriguez

Project Insight

Marketing

Denise.Rodriguez@projectinsight.com

www.projectinsight.net



Presenter

Diane C. Altwies, MBA, PMP

CEO, Core Performance Concepts Inc.

*Training in project management,
PMP® and CAPM® certification, leadership,
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daltwies@cpconcepts.net

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Goals of the Advanced Series



- Expand your knowledge of more complex tools and techniques
- Build leadership skills to manage people more effectively
- Identify practical ways to begin using advanced techniques
- Explore other methodologies or techniques that enhance project management competency

Presenter

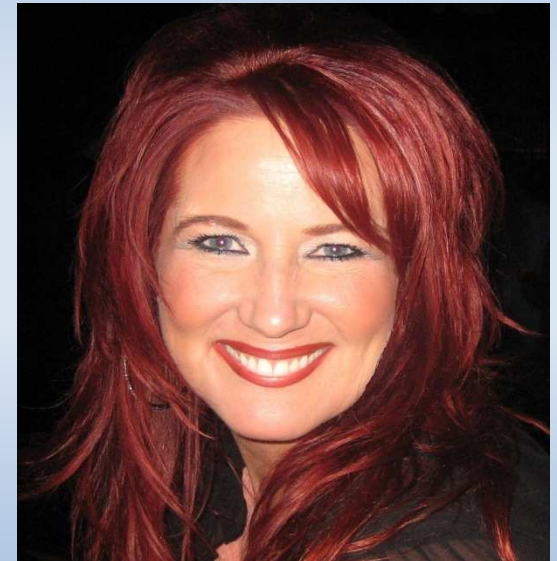
Brenda Ingham Williams,

CEO, Coach, Consultant and Speaker

For over 20 years Brenda has Consulted and Mentored Project Managers and Business Professionals in leadership, presentation skills, interviewing and networking techniques. Her focus is on building stronger communication skills that lead to extraordinary relationships.

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- ▶ How well constructed are your boundaries?
<http://yourcoachingsolution.com/articles/how-well-constructed-are-your-boundaries/>
- ▶ Quiz: How good are you relationship communication skills?
<http://yourcoachingsolution.com/articles/relationship-communication/>



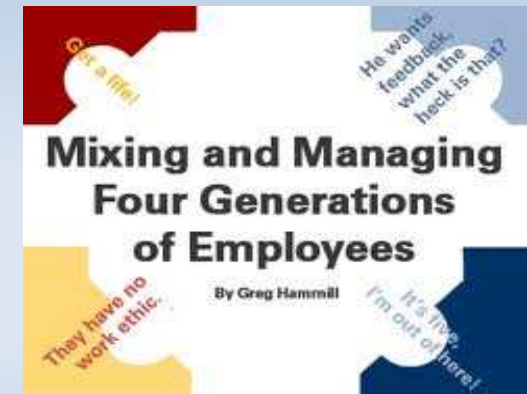
Objectives of the Webinar

- ▶ At the end of this webinar, you will be able to:
 - List differences in values among generations
 - Describe mindsets and beliefs of each generational group
 - Identify techniques to communicate across generations



The Term “Generation Gap”

- ▶ “Generation Gap”
- ▶ What Makes a Generation
- ▶ Characteristics based on their environment
- ▶ Differing Attitudes, Values and Communication
- ▶ Always Deviations



Generations By Birth Year



1928-1945
Age 68-85
Builders, also known
as the "GI
Generation"
Characterized As:
Conformists and
Hard Working



1946-1964
Age 67-49
Hippies and *Yuppies*,
they were raised by
the *Builders*
Characterized as:
Idealistic and
competitive



1965-1979
Age 34-48
Latchkey Kids, they
were raised by the
Baby Boomers
Characterized as:
Individualists and
skeptical of authority



1980-1994
Age 19-33
Also known as the
Millennial Generation
Characterized as:
Optimistic, tech-
comfortable, style-
conscious and brand
loyal

Traditionalists 1928-1945

- ▶ Communication Style: *Rotary*
- ▶ Educational Pursuits: *Dream*
- ▶ Family Identification: *Nuclear*
- ▶ Monetary Ideation: *Cash*
- ▶ Personal Values: *Discipline*

Question for *You*



*Please submit your ideas
through the question box*

Exercise

You work at a medical device company and you are designing a website that traditionalists will be accessing to purchase medical device products.

- ▶ What would be the best approach in developing this site?

Traditionalists Values

- ▶ Dedication
- ▶ Hard Work
- ▶ Conformity
- ▶ Law and Order
- ▶ Patience
- ▶ Delayed Reward
- ▶ Duty before Pleasure
- ▶ Adherence to Rules
- ▶ Honor

Communicate & Motivate Traditionalists



- ▶ Respect Boundaries
- ▶ Formal line of communication
- ▶ Clear concise messages
- ▶ Written Communication or Face to Face
- ▶ Honesty
- ▶ Structure
- ▶ Commitment

Baby Boomers 1946-1964

- ▶ Communicative Style: *Call Anytime*
- ▶ Educational Pursuits: *Expected*
- ▶ Family Identification: *Disintegrating*
- ▶ Monetary Ideation: *Buy Now*
- ▶ Personal Values: *Involvement*



Question for *You*



*Please submit your ideas
through the question box*

- ▶ Have you ever had to work with a Baby Boomer who was competitive and a workaholic?
- ▶ What did you do to work effectively with them?

Baby Boomer Values

- ▶ Challenge Authority
- ▶ Optimism
- ▶ Team Orientation
- ▶ Personal Gratification
- ▶ Health and Wellness
- ▶ Personal Growth
- ▶ Youth
- ▶ Work
- ▶ Involvement

Communicate & Motivate Baby Boomers

- ▶ Person to Person Communication or Electronic
- ▶ Open and Direct Style
- ▶ Provide details and information
- ▶ Present Options
- ▶ We vs. I
- ▶ Achievement Orientated
- ▶ Webinars, Video's and Internet
- ▶ "Show me" generation



Generation X 1965-1979

- ▶ Communicative Style: *Mobile*
- ▶ Educational Pursuits: *End Result*
- ▶ Family Identification: *Parents Worked*
- ▶ Monetary Ideation: *PayPal*
- ▶ Personal Values: *Informal*



Question for *You*



*Please submit your ideas
through the question box*

- ▶ How do you keep Gen Xers involved and engaged on your projects?
- ▶ What has been the most successful thing you have done to motivate this group?

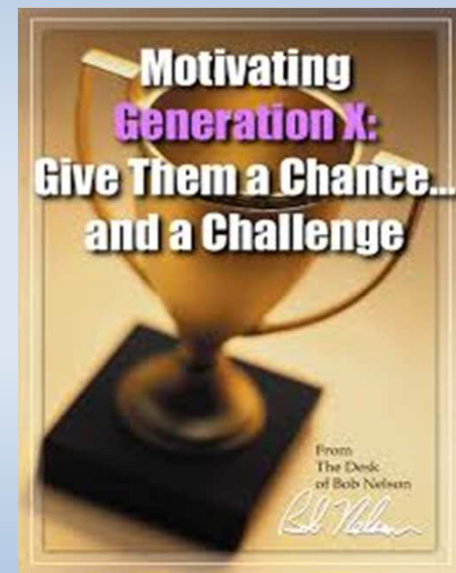
Generation X Values



- ▶ Adept Clever and Resourceful
- ▶ Comfortable with Change
- ▶ Economically Aware
- ▶ No Institutional Trust
- ▶ Discouraged with Society
- ▶ Want Life Balance
- ▶ Loyalty with notice

Communicate & Motivate Gen X

- ▶ Informal communication style
- ▶ Email Primary Communication Tool
- ▶ Keep their Attention
- ▶ Present the facts
- ▶ Treat them Fairly
- ▶ Mentor and Coach Gen X
- ▶ Will work 40 hours
- ▶ Listen! You just might learn something



Gen Y Generation 1980-1994

- ▶ Communication Style: *Internet/cell*
- ▶ Educational Pursuits: *Merged*
- ▶ Monetary Ideation: *Earn to Spend*
- ▶ Personal Values: *Social*

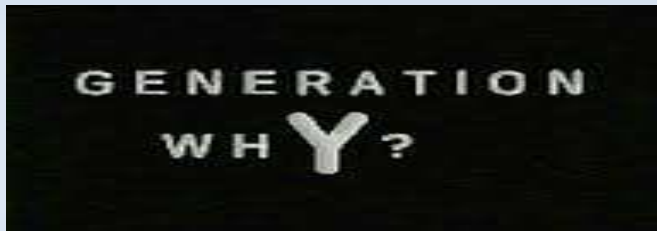
Question for *You*



*Please submit your ideas
through the question box*

- ▶ What has been your biggest challenge in working with and communicating with Gen Y/ Millenials?
- ▶ What is the most successful thing you have done to motivate this group?

Gen Y/Millennial Generation Values



- ▶ Want Innovation and Creativity
- ▶ Achievement Orientated
- ▶ Confident and Ambitious
- ▶ Need Stimulation
- ▶ Want Flexible Schedules
- ▶ Want Life Balance

Communicate and Motivate Gen Y

- ▶ Use e-mail and voicemail as primary communication
- ▶ Multitaskers
- ▶ Negotiate
- ▶ Let Them have a Voice
- ▶ Expect access (24/7)
- ▶ Let your language paint visual pictures
- ▶ Give Praise
- ▶ Change careers many times
- ▶ Flexible Work Schedule



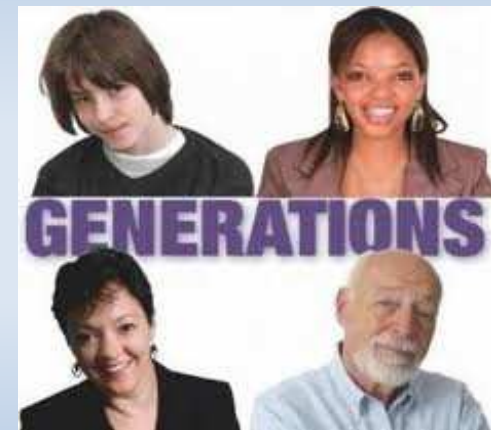
Poll: Generation Gap

- ▶ Which of these is your biggest challenge?
 - Explaining technology to the *GI Generation*
 - Remembering to explain the details to *Baby Boomers*
 - Getting *Gen Xers* to believe in the corporation's values
 - Providing a stimulating environment for the *Millenials*



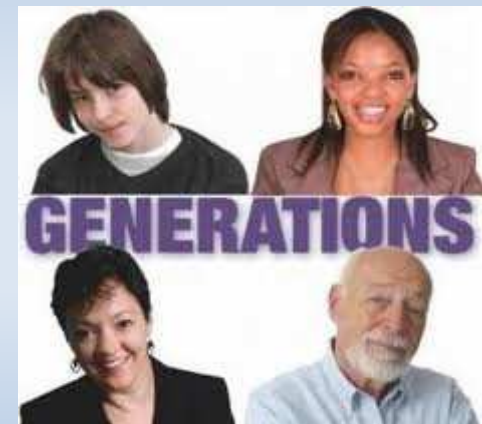
Communication Tips

- ▶ Respect everyone and Capitalize on each others strengths.
- ▶ Don't judge a book by its cover
- ▶ Communicate information in multiple ways
- ▶ Adopt "ageless thinking"
- ▶ Have collaborative planning, decision-making or problem-solving discussion.



Communication Tips (cont.)

- ▶ Be Accommodating to Scheduling Needs
- ▶ Offer an information session on different generations and how to work as a team with diverse age groups.
- ▶ Consider creating a mentoring program.
- ▶ Most Importantly – Get Rid of Limiting Beliefs



Review

- ▶ List the major differences between generations.
- ▶ What are the mindsets and beliefs of Gen X? Gen Y?
- ▶ How do Baby Boomer values differ from Gen X and Gen Y?
- ▶ List techniques to communicate across generations.
- ▶ *Questions & Answers ???*

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For further discussion on how to become an ideal leader and communicate more effectively, please contact me at any time!

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- Receive a **summary of responses** so that you can compare yourself to your peers.

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► Topics

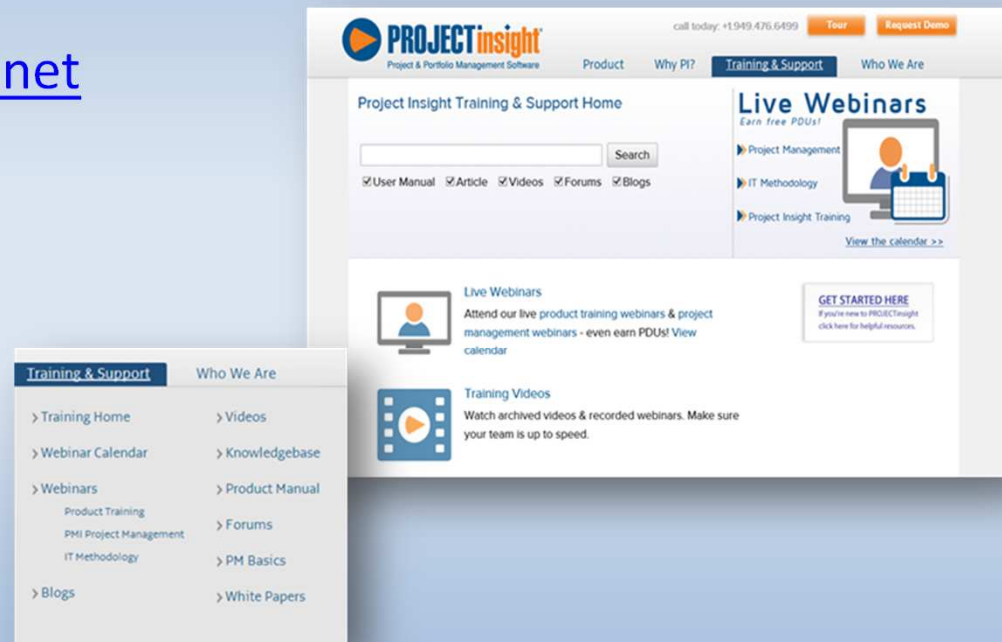
- **Dec** – no webinar; enjoy the holidays!
- **Jan 28th** – Validating Requirements
- **Feb 25th** – The “How To’s” of Using Social Networking in Talent Management

Register Ahead of Time

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- ▶ You will automatically receive your PDUs certificate via email after the webinar
- ▶ For further questions: Denise.Rodriguez@projectinsight.com
- ▶ Earn 1 PDU for each webinar session attended
- ▶ To register your PDUs go to www.pmi.org and login as a member of PMI to record continuing education
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