

GENERATIONAL COMMUNICATION

in Times of Crisis

GENERATION	EXPERIENCES	TRAITS	AS A RESULT...	THEREFORE, YOU SHOULD...
BABY BOOMERS 1946–1964 80 million	JFK Assassination Cuban Missile Crisis MLK/Civil Rights Vietnam War Walter Cronkite	Idealistic Disciplined Competitive Polished	When Boomers respond to crisis by working longer hours to fix it, they want to feel confident that their co-workers are capable of matching their drive.	1.) Provide credible and decisive messaging with a plan for future success when traditional work settings are disrupted. 2.) Discretely help Boomers adjust to remote meetings and non-traditional workspaces so they remain polished and competitive.
GENERATION X 1965–1979 60 million	Divorce AIDS/HIV Challenger Explosion Missing Kids on Milk Cartons 24-hour News Coverage	Resourceful Efficient Skeptical Independent	When Generation Xers respond to crisis with heightened self-reliance, they will more than likely desire the freedom and resources needed to work their way through it.	1.) Make your communication with Xers as transparent as possible to avoid skepticism and build trust. 2.) To help Xers remain efficient and empower their resourcefulness, do not micromanage them while working offsite.
MILLENNIALS 1980–1995 75 million	Terrorism (9/11) Columbine Shooting Climate Change Rising Student Debt The Daily Show	Collaborative Innovative Adaptable Experience-Driven	When Millennials respond to crisis by seeking trusted advice from their team, they will often want to know there is someone there to actively listen and brainstorm solutions.	1.) Create channels for open, authentic, and collaborative conversations to help Millennials feel connected to their team. 2.) Challenge Millennials to prove that a nontraditional workspace can produce innovative results.
GEN Z 1996–2010 65 million	The Great Recession Black Lives Matter Safe Spaces Covid-19? Social Media/YouTube	Industrious Risk-averse Pragmatic Inquisitive	When Gen Z responds to crisis by saying “here we go again”, it is because they feel as though each mile of their life has been marked by one tragedy after another, resulting in a risk averse generation.	1.) Lead Gen Z with the tools and resources to manage stress and support their emotional well-being, such as daily check-ins and/or an encouraging mentor. 2.) Gen Z has an industrious nature and a desire to get the job done right, so provide clear and specific directions while working offsite.

