## Generational Communication in Times of Crisis

<table>
<thead>
<tr>
<th>Generation</th>
<th>Experiences</th>
<th>Traits</th>
<th>As a Result...</th>
<th>Therefore, You Should...</th>
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</thead>
<tbody>
<tr>
<td><strong>Baby Boomers</strong>&lt;br&gt;1946–1964&lt;br&gt;80 million</td>
<td>JFK Assassination&lt;br&gt;Cuban Missile Crisis&lt;br&gt;MLK/Civil Rights&lt;br&gt;Vietnam War&lt;br&gt;Walter Cronkite</td>
<td>Idealistic&lt;br&gt;Disciplined&lt;br&gt;Competitive&lt;br&gt;Polished</td>
<td>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.</td>
<td>1) Provide credible and decisive messaging with a plan for future success when traditional work settings are disrupted.&lt;br&gt;2) Discretely help Boomers adjust to remote meetings and non-traditional workspaces so they remain polished and competitive.</td>
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<td><strong>Generation X</strong>&lt;br&gt;1965–1979&lt;br&gt;60 million</td>
<td>Divorce&lt;br&gt;AIDS/HIV&lt;br&gt;Challenger Explosion&lt;br&gt;Missing Kids on Milk Cartons&lt;br&gt;24-hour News Coverage</td>
<td>Resourceful&lt;br&gt;Efficient&lt;br&gt;Skeptical&lt;br&gt;Independent</td>
<td>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.</td>
<td>1) Make your communication with Xers as transparent as possible to avoid skepticism and build trust.&lt;br&gt;2) To help Xers remain efficient and empower their resourcefulness, do not micromanage them while working offsite.</td>
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<td><strong>Millennials</strong>&lt;br&gt;1980–1995&lt;br&gt;75 million</td>
<td>Terrorism (9/11)&lt;br&gt;Columbine Shooting&lt;br&gt;Climate Change&lt;br&gt;Rising Student Debt&lt;br&gt;The Daily Show</td>
<td>Collaborative&lt;br&gt;Innovative&lt;br&gt;Adaptable&lt;br&gt;Experience-Driven</td>
<td>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.</td>
<td>1) Create channels for open, authentic, and collaborative conversations to help Millennials feel connected to their team.&lt;br&gt;2) Challenge Millennials to prove that a nontraditional workspace can produce innovative results.</td>
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<td><strong>Gen Z</strong>&lt;br&gt;1996–2010&lt;br&gt;65 million</td>
<td>The Great Recession&lt;br&gt;Black Lives Matter&lt;br&gt;Safe Spaces&lt;br&gt;Covid-19?&lt;br&gt;Social Media/YouTube</td>
<td>Industrious&lt;br&gt;Risk-averse&lt;br&gt;Pragmatic&lt;br&gt;Inquisitive</td>
<td>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.</td>
<td>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.&lt;br&gt;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.</td>
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