

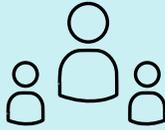
# WHEN GENERATIONS CONNECT

## Who Are the Generations?

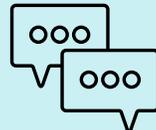
GENERATION	US POPULATION	INFLUENCES	TRAITS
<b>Traditionalists</b> <i>Born prior to 1946</i>	75 million	The Great Depression World War II The New Deal The GI Bill The Cold War Pearl Harbor	Fiscally conservative Respect authority Self-sacrificing Loyal
<b>Baby Boomers</b> <i>1946-1964</i>	80 million	Vietnam Moon Landing Protests Woodstock The Beatles Oil Embargo	Competitive Professional Optimistic Idealistic
<b>Generation X</b> <i>1965-1979</i>	60 million	Personal computer Divorce AIDS Cable television Latchkey kids Challenger explosion	Pragmatic Efficient Skeptical Independent
<b>Millennials</b> <i>1980-1995</i>	82 million	Terrorism Technology upgrades Mixed economy Social media Columbine shooting Reality TV	Collaborative Civic-minded Tech-savvy Adaptable
<b>Generation Edge (Z)</b> <i>1996-2010</i>	61 million	The Great Recession FaceTime YouTube ISIS Marriage equality	Pragmatic Digitally innate Self-reliant Resilient

# CUSPERS: THE UNSUNG HEROES!

Born on the cusp of two generations? Cuspers play a very important part in bridging generational gaps. Some strengths Cuspers have in the workplace are:



**Mediating**



**Translating**



**Resolving Conflicts**

GENERATION	STRATEGIES FOR WORKING ACROSS GENERATIONS
<b>Baby Boomers</b>	<ul style="list-style-type: none"> <li>- When collaborating with Boomers, lean toward a more professional, well-organized demeanor.</li> <li>- Be mindful of their respect for existing workplace structure.</li> <li>- Boomers value interpersonal communication—don't skimp on the pleasantries.</li> <li>- Deliver feedback to Boomers privately and one-on-one.</li> <li>- Show respect by putting in the time; prove that you're willing to go the extra mile.</li> </ul>
<b>Generation X</b>	<ul style="list-style-type: none"> <li>- Give them some space—Xers have an independent and self-reliant spirit.</li> <li>- Anticipate Xer skepticism and push-back.</li> <li>- Be transparent to build credibility and trust with Xers.</li> <li>- Xers value efficiency in their work—stick to the essentials; make sure meetings have a clear purpose.</li> <li>- Continue to engage Xers who might be feeling stalled in their careers.</li> </ul>
<b>Millennials</b>	<ul style="list-style-type: none"> <li>- Allow some work/life flexibility where reasonable—it's a priority for Millennials.</li> <li>- Be open to the collaborative process.</li> <li>- Provide opportunities for Millennials to share their ideas with leadership.</li> <li>- Provide feedback in real time and a roadmap for improvement.</li> <li>- Let them know how their work is impactful to the organization and beyond.</li> <li>- Prepare for informal, authentic communication.</li> </ul>
<b>Generation Edge (Z)</b>	<ul style="list-style-type: none"> <li>- Motivate Gen Edgers by showing them the value in their work and what they do.</li> <li>- Because Gen Edge thrives on visual communication, be open to supplementing communication with FaceTime, emojis, GIFs, and the like.</li> <li>- Offer opportunities for collaboration through technology, such as with IM, Google Drive, Dropbox, etc.</li> <li>- Coach Gen Edge on the importance of soft skills and interpersonal communication.</li> <li>- Draft a list of to-dos and steps to achieve the desired result.</li> <li>- Be explicit in your feedback and provide specific items you want to see change.</li> </ul>

BridgeWorks has been dedicated solely to the study of generational differences since its inception in 1998 and is the company that wrote two best-selling books on the topic. BridgeWorks has worked with clients varying from the AARP to MTV and over 30 Fortune 100 companies in between.