Engaging Across Generations Part II: Tool & Techniques

https://learn.extension.org/events/2912

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Extension Educator Training Team

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Reflection 1:
What are some of the concepts you recall about generations from Part 1?
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Reflection 2: What (if anything) stretched the way you think about generations?
TODAY, WE’LL...

1. Recognize the strengths of each generation at different phases of life.

2. Identify potential challenges and intergenerational tensions that could come with the major demographic shifts occurring over the next few decades.

3. Identify strategies that individuals and communities might use to enhance and maintain intergenerational relations over time.
WHO ARE THE GENERATIONS?

Traditionalist:
Born before 1946 (age 72+)

Boomers:
Born 1946–1964 (ages 53-71)

GenXers:
Born 1965–1980 (ages 37-52)

Gen Y/Millennials:
Born 1981–1995 (ages 22-36)

Gen Z/iGen:
Born 1996+ (ages <21)
LEARNING ABOUT GENERATIONS

**Stereotype**
To believe unfairly that all people or things with a particular characteristic are the same

**Generalization**
A general statement about a group of people or things that is based on only a few people or things in that group
Recognize the strengths of each generation at different phases of life
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Conceptualization of life stages and phases.

- **First Age**: Education
- **Second Age**: Career / Family
- **Third Age**: Healthy Retirement
- **Fourth Age**: Unhealthy Retirement
Conceptualization of life stages and phases.

First Age
Education

Second Age
Career / Family

Third Age
Healthy Retirement

Fourth Age
Unhealthy Retirement

Discretionary Time
Good Health
Accumulated knowledge
Lived Experience
Refined mental capacity
Accumulated Assets
Considerable Social Capital

Conceptualization of life stages and phases.

First Age
- Education

Second Age
- Career / Family

Third Age
- Healthy Retirement

Fourth Age
- Unhealthy Retirement

Where do your clients fall?
Recognize the strengths of each generation at different phases of life

STRENGTHS OF BOOMERS

- Size of their cohort – political leverage
- Sense of equality
- Value hard work
- Team Players
- Challengers of status quo

- Notoriously good networkers
- Drive to learn and improve, become self-actualized
- Own considerable proportion of nation’s wealth
Recognize the strengths of each generation at different phases of life

STRENGTHS OF TRADITIONALISTS

- Loyal
- “We are all in this together” mentality
- Value training
- Believed in law and order
- Thrifty
- Can-do attitude matched with Will-do accountability
- Most financially secure in recent years
- Value obedience and duty over individualism and pleasure
RECOGNIZE THE STRENGTHS OF EACH GENERATION AT DIFFERENT PHASES OF LIFE

STRENGTHS OF GEN X

▪ Survivor mentality
▪ Adaptable
▪ DIY / Start from scratch (means no rules)
▪ Pragmatic
▪ Prioritizing
▪ Risk Takers
▪ Willing to rock the boat
▪ Independent
▪ Tech Savvy
STRENGTHS OF MILLENNIALS

- Size of their cohort
  - 1/3 of the U.S. pop.
  - 1/4 of the world’s pop.
- Civically engaged
- Tech-able
- Positive expectations - hope
- Carefully weigh options before making decisions*

- Continuous learners
- Value collective action
- Coming in to money
- Strong team ethic
- Driven to make a difference
- Open to adaptation
- Achievement oriented

Recognize the strengths of each generation at different phases of life
STRENGTHS OF GEN Z (AFTER 1996)

- Size of their cohort
- Stronger work ethic and entrepreneurial spirit
- Skilled web researchers
- Diversity breeds awareness
- Most diverse “rainbow” generation
- Autodidactic mindset: can and will teach themselves what they need to know
- Flexibility
Identify potential challenges and intergenerational tensions that could come with the major demographic shifts

“THE NEXT AMERICA: BOOMERS, MILLENNIALS, AND THE LOOMING GENERATIONAL SHOWDOWN”

By Paul Taylor

Executive VP of Pew Research Center
Identify potential challenges and intergenerational tensions that could come with the major demographic shifts

“MILLENNIALS TO BEAR THE BURDEN OF BOOMER'S SOCIAL SAFETY NET”
David Green interviews author Paul Taylor

Let’s listen to this 5 minute piece at: z.umn.edu/PaulTaylor
Identify potential challenges and intergenerational tensions that could come with the major demographic shifts

What are your thoughts or reactions to the interview with Paul Taylor?
Identify potential challenges and intergenerational tensions that could come with the major demographic shifts

- Funding Entitlements vs. Program Sustainability
- Time and Effort
  - To understand
  - To build relationships
- Innovation vs. Institutional Knowledge
- Racial shifts
Identify potential challenges and intergenerational tensions that could come with the major demographic shifts

What potential challenges or intergenerational tensions do you anticipate for your contexts?
“It has been said already, but bears repeating: no blanket statement can sum up an entire group of people. No book, no chapter, no study, no research report can attempt to do that either.”

—Charlie Caruso, author, *Understanding y*
COMMUNICATING AND CONNECTING WITH OTHERS

1. The solution won’t come from any one person or generation.

2. It starts with a baseline of respect.

3. It starts with a intention, inquiry, and engagement.

getting to know you
COMMUNICATING AND CONNECTING WITH OTHERS

10 Tips

getting to know YOU

Ask, don’t assume
COMMUNICATING AND CONNECTING WITH OTHERS

10 Tips

Understanding value differences

getting to know YOU
COMMUNICATING AND CONNECTING WITH OTHERS

10 Tips

getting to know you

Individualize your approach
COMMUNICATING AND CONNECTING WITH OTHERS

10 Tips

getting to know YOU

Match formality to the culture
COMMUNICATING AND CONNECTING WITH OTHERS

10 Tips

Use multiple communication avenues

going to know YOU

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GEN Z SOCIAL MEDIA PLATFORM PREFERENCES

We asked Gen Z across America to rank the social media platforms ideal for people under age 20. What we found was surprising. Below are the top five social media platforms ranked by Gen Z as most ideal for Gen Z. Note the drop off after number three:

- Vine: 54%
- Instagram: 52%
- Twitter: 34%
- Pinterest: 15%
- Periscope: 11%
Identify strategies that individuals and communities might use to enhance and maintain intergenerational relations over time.

Where have you had success with any of these first five tips?
COMMUNICATING AND CONNECTING WITH OTHERS

10 Tips

Be aware of motivating factors

growing to know YOU
COMMUNICATING AND CONNECTING WITH OTHERS

10 Tips

Talk about the differences

getting to know YOU
COMMUNICATING AND CONNECTING WITH OTHERS

10 Tips

Don’t take it personally

getting to know you
COMMUNICATING AND CONNECTING WITH OTHERS

10 Tips

Be willing to learn
AND
Be willing to teach

getting to know YOU
“...let the quality and power of particular relationships help us define mentor rather than this arbitrary (though clearly helpful) age criterion.” (p.205)
CHAPTER 8: “THE YODA FACTOR”

SUPPORT, CHALLENGE and provide VISION

SUPPORT
• Provide Structure
• Express positive expectations
• Serve as advocate
• Share yourself
• Make it special
## Support

- Listen
- Provide Structure
- Express positive expectations
- Serve as advocate
- Share Yourself
- Make it special

## Challenge

- Set Tasks
- Engage in Discussion
- Heat up Dichotomies
- Construct Hypothesis
- Set High Standards

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4 KEYS

1. Pick someone you admire and believe can be helpful
2. Mutually agree to embark on this kind of relationship
3. Set specific goals that you are willing to be held accountable for
4. Establish a clear mentoring plan, including **HOW:**
   - Often you will meet
   - To structure conversations
   - To hold each other accountable
   - To continue co-learning about mentorship

3

Identify strategies that individuals and communities might use to enhance and maintain intergenerational relations over time.

OTHER COMMUNITY EFFORTS

- MENTOR UP
- PennState Extension
- Community Living Campaign
- experience corps®
MENTORING BOOMERS

1. Coach tactfully.

2. If you’re blaming, they’re not listening.


4. Let them tell you how well the Meyerson account went. When they ask for input or you see an opportunity, coach for improved performance.

Identify strategies that individuals and communities might use to enhance and maintain intergenerational relations over time.
MENTORING “UP”

5. Ask questions to get to the issues.

6. Think of yourself as a friendly equal. Ask permission every step of the way.

7. The toughest coaching situations are those in which you think their performance is substandard, and they don’t. Assure them they’re doing well, but you think they could be achieving more.
3. Identify strategies that individuals and communities might use to enhance and maintain intergenerational relations over time.

INTERGENERATIONAL ENGAGEMENT – INFORMAL, YET INTENTIONAL

1. Institutional supports and structures foster long-term intergenerational interactions.

2. The greatest impact occurs when engagement is consistent, frequent, and occurs over an extended period.

3. Challenging and supporting younger service members can be interpreted differently when coming from someone outside of a military hierarchy.
CONTINUOUS LEARNING, EXPERIMENTING, AND ADAPTING IS ESSENTIAL AT ALL AGES.

ENCOURAGE FREQUENT AND MEANINGFUL ACROSS ALL GENERATIONS

FOLLOW REPORTS BASED ON DATA
THOUGHTS

QUESTIONS
REVIEW

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