Objective

When designing and delivering training, you will be able to:

• Identify the various generations in the workforce, including their characteristics and motivators

• Differentiate the learning styles of each generation in your training

• Employ multiple tactics to increase the learning opportunity for each generation
Agenda

• Defining the generations
  • Characteristics
  • Motivators
  • Learning styles

• Five tactics to engaging a multi-generational audience
  1. Acknowledge generational diversity
  2. Use inclusive language and visuals
  3. Adapt to your audience
  4. Use generational appropriate activities
  5. Step out of your own generation
The “Olden Days” Game
Defining the Generations

**Generation Y / Millennials**
- Born between 1980 and 2001
- Most are under 30 years old

**Gen X’ers**
- Born between 1965 and 1979
- Between 45 and 31 years old

**Baby Boomers**
- Born between 1946 and 1964
- Between 64 and 46 years old

**Silent Generation (G.I. and Traditionalist)**
- Born between 1909 and 1945
- Most are 65 years and older
Relevant Statistics

In 2009, there were 154 million Americans in the workforce.

- Millennials: 38.5 million
- Generation X: 50 million
- Baby Boomers: 58.7 million
- Silent Generation: 6.5 million
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Education includes the three Rs and lots of memorization
Television age begins
Public school desegregation
*Make love, not war*
Moon landing
Assassination of MLK and JFK

Famous Boomers
- Oprah
- Bill Gates
- Donald Trump
- Bill Clinton and George W Bush
• Roe v Wade and birth control
• Latch-key kids
• Watergate
• Iran hostage crisis
• Challenger shuttle explosion
• Berlin Wall falls down
• Reagan and Pope shootings
• MTV

• Famous Gen X’ers
  • Lance Armstrong
  • Kurt Cobain
  • Barack Obama
• End of the Cold War
• OJ Simpson and Rodney King
• Clinton/Lewinski
• Social networking
• Columbine
• 911
• Iraq War
• Enron / financial crisis

• Famous Millennials
  • Miley Cyrus
  • The Olson twins
  • Facebook founder (Mark Zuckerberg)
Engaging a Multi-Generational Group
1. Acknowledge Generational Diversity

• It’s okay to talk about generational differences, but DO NOT generalize

• Play a game to generational differences in a fun way
  • The “Olden Days” Game
  • Generational Jeopardy
2. Use Inclusive Language

• *Ma yous a trip!*
  • You are funny! (said to a female)

• *What’s poppin wit prod?*
  • What’s wrong with the software’s production environment?

• *Hit me up.*
  • Call me.

• *Bra, what’s on the flip?*
  • What are your plans? (said to a male)
2. Use Inclusive Visuals
3. Adapt to Your Audience

- Learning styles are upwardly compatible by one generation

- Learning styles are typically NOT downwardly compatible

- If 40% of your audience is Gen Y and 60% is Gen X, who do you gear the learning style to?
  - Gen Y; Gen X will leap and accept the style.

- If 15% of your audience is Gen Y, 40% is Gen X, and 45% is Baby Boomer, who do you gear the learning style towards?
  - Gen X, The Baby Boomers will leap.
  - Don’t forget about the 15% that are Gen Y!
4. Use Generational Appropriate Activities

- **Boomers**
  - Discussions
  - Team activities
  - Make them important

- **Gen X**
  - Games and group activities
  - Entertainment / fun
  - Keep it moving fast

- **Gen Y**
  - Collaborative, hands-on activities
  - Games and simulations
  - Use technology

Thinking of your own training, what is an activity that you can do to engage all generations of learners?
5. Step Out of Your Own Generation

What generational biases do you have?

How do they impact your training design or delivery?
Bringing it All Together

Your classrooms will be filled with learners from multiple generations.

Your job as a developer or facilitator is to provide learning opportunities for each and every learner.

To do so, you must be flexible and willing to adapt design and delivery to engage your ENTIRE audience!
Resources

• Catalyst. *Generations in the Workplace in the US and Canada.* August 26, 2010 (online publication).

• CA DPA, *Generations in the Workplace.* February 13, 2009 (online publication).

• Susan Boehle, *How to Design E-learning for Multiple Generations.* February 19, 2008 (online publication).

