

GENERATIONAL DYNAMICS

Strengthen Team Connection
Across Generations

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**Why wait
until lunch!?**


**...because if not,
your next gen
employee will use
LinkedIn to find a
new job by lunch.**

WHY IS TODAY SO DIFFERENT?

Emerging generations are a **critical mass** of change agents.



WHY IS TODAY SO DIFFERENT?



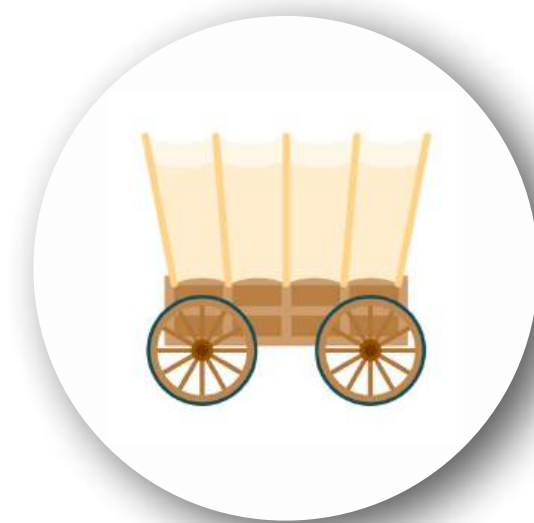
TODAY'S OVERVIEW



Today's workforce & marketplace is more **generationally diverse than ever before**, resulting in clashing **communication styles** and **growing disconnection**.

Today you'll discover **why**.

And gain **solutions** to **connect and work across generations**.





Who are the
generations and why
is the **generational**
gap growing?

THE GENERATIONS

GENERATION NAME	2024 AGE RANGE	GLOBAL POPULATION
GENERATION Z	9 - 26	~28%
MILLENNIALS	27 - 43	~27%
GENERATION X	44 - 59	~20%
BABY BOOMERS	60 - 78	~19%
BUILDERS	79 - 96	~5%
G.I. GENERATION	97 <	~1%



Generations
are **clues**,
not **absolutes**.

GENERATIONS

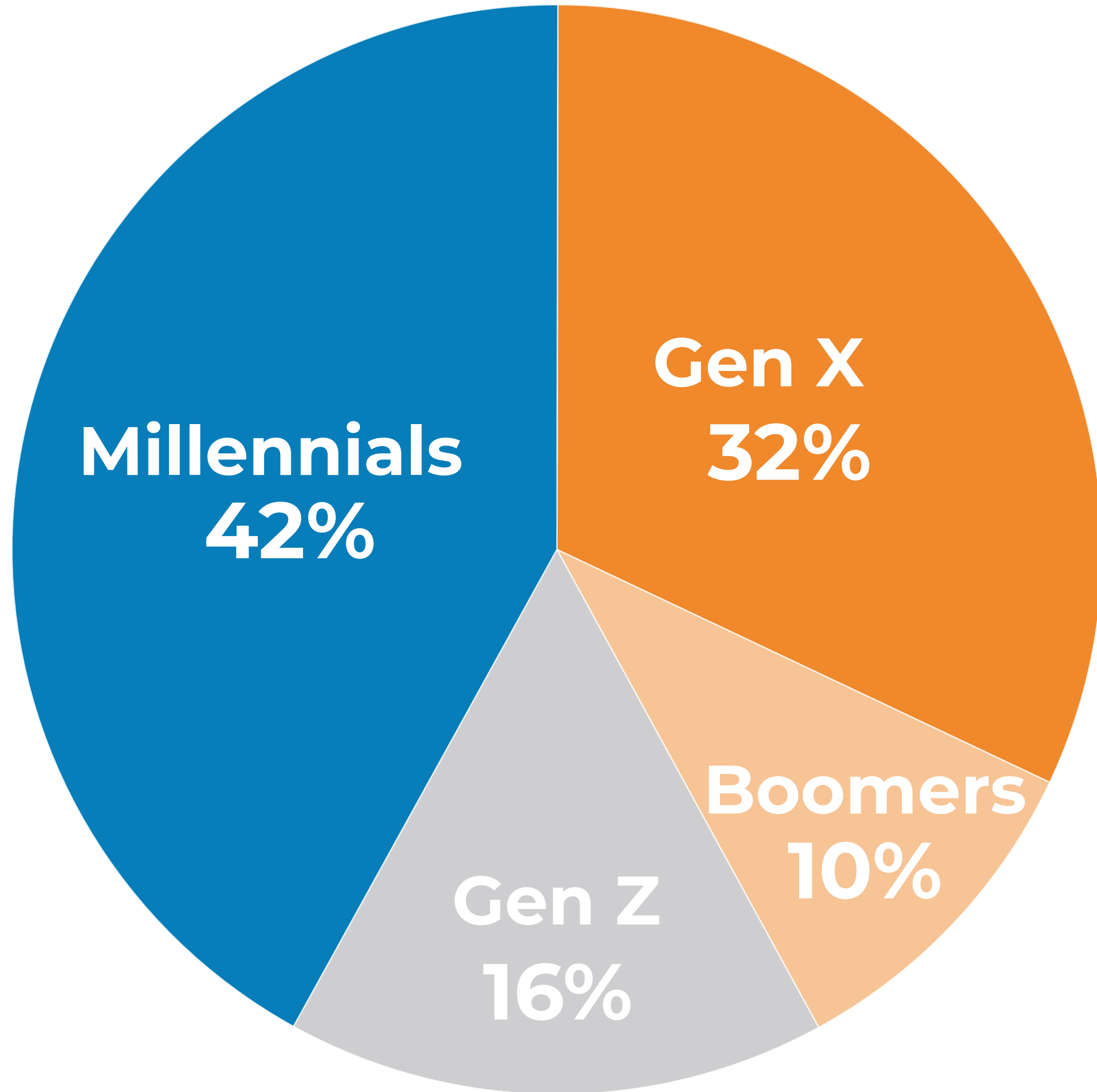
H O W T H E Y A R E F O R M E D



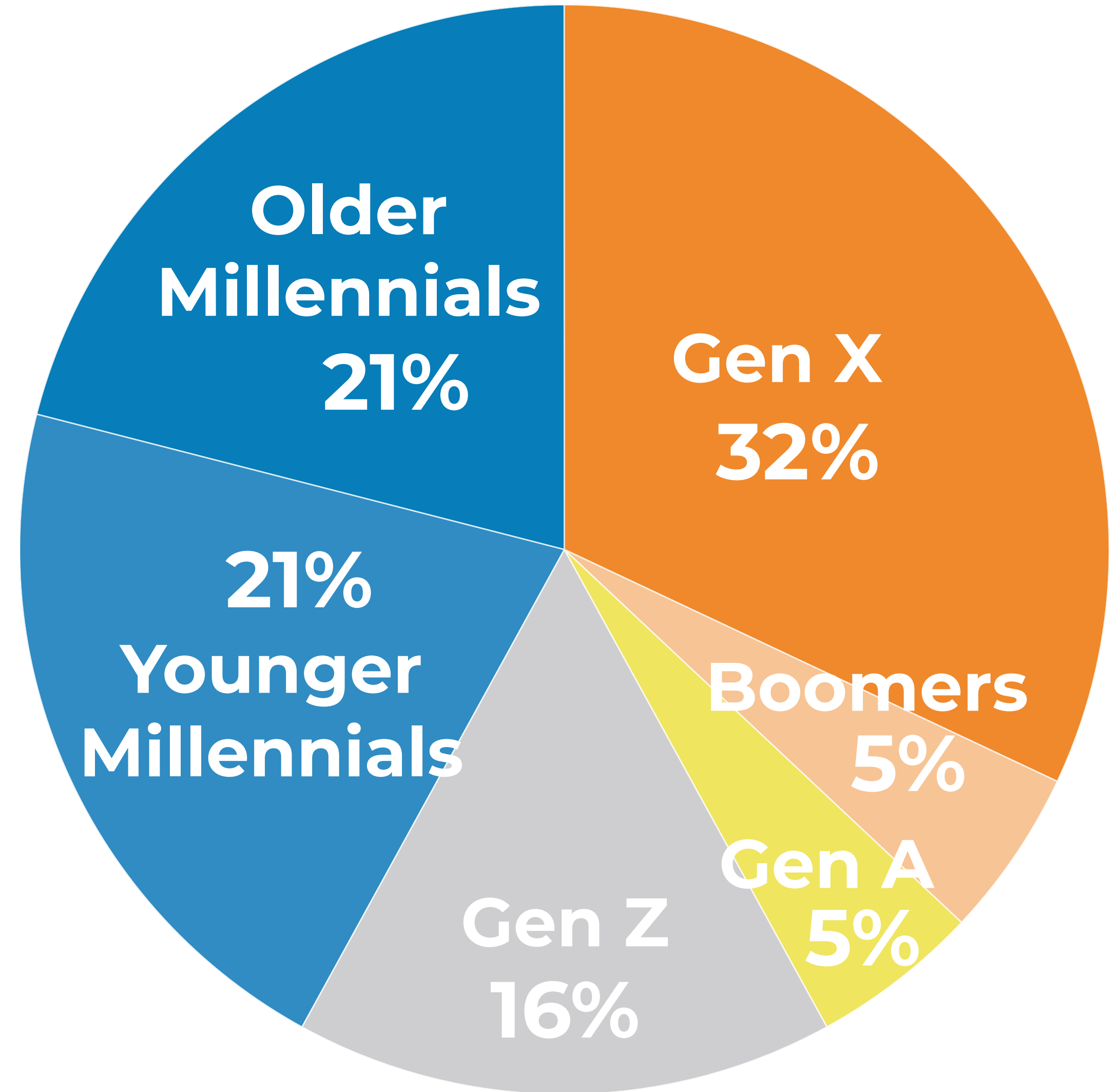
Generations are formed by **significant events, innovations, or trends** during the moldable years of an age cohort.

Age is a common predictor of differences in **attitudes & behaviors.**

GENERATIONS IN
THE WORKFORCE



NOW



FUTURE



The Oregon Trail™

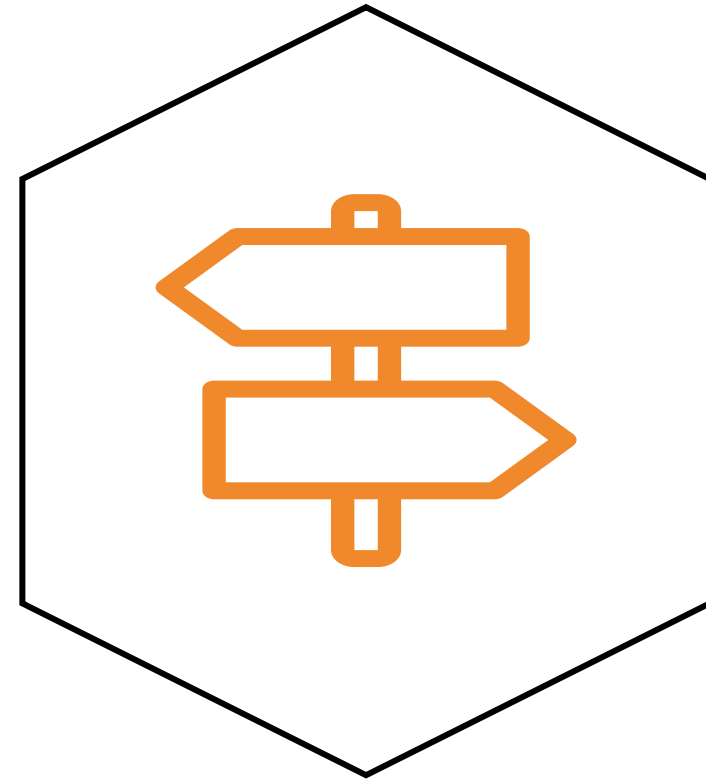
GENERATIONAL CHALLENGES

Y O U ' R E N O T A L O N E



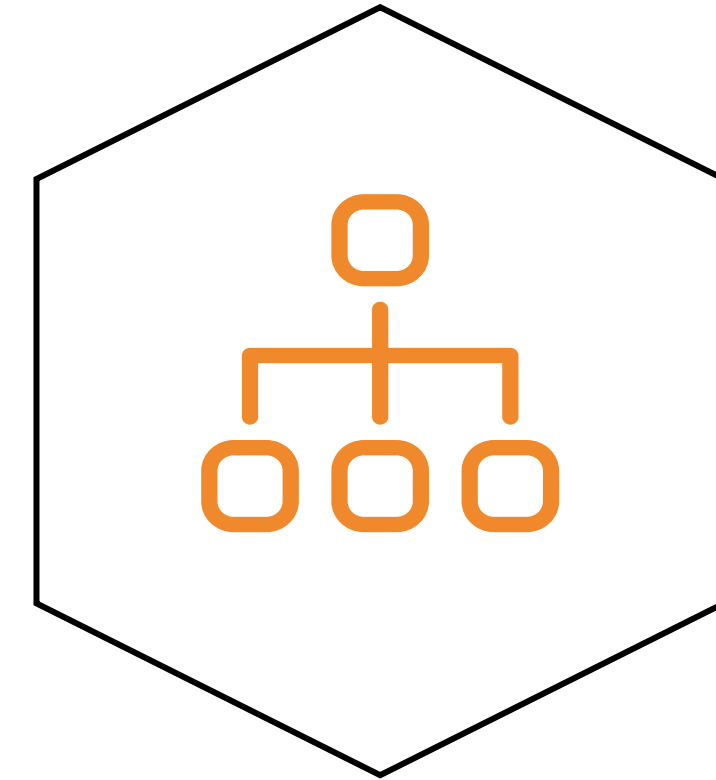
75%

of managers report that managing multigenerational teams is a challenge.



77%

of workers identify “different work expectations across generations” as a challenge.



72%

of workers identify a lack of comfort with younger employees managing older employees.



Who is
Generation Z?

GENERATION Z

S O M E D E S C R I P T I V E W O R D S

Pragmatic

Flexible Competitive

Socially Conscious Fiscally Responsible

Overwhelmed

Entrepreneurial

Cautious

DIY

Inclusive

Anxious

MEET GEN Z

- ✓ Born b/w 1998 - 2015.
- ✓ The events of 9/11 are history.
- ✓ Entire generation is younger than Google.
- ✓ Most don't know a world where a connected device has been outside of arms reach.
- ✓ Came of age during a financial crisis, global pandemic, and artificial intelligence.



Not about changing **for** a generation.
But about changing **in light of** the
evolving landscape of work.





What is the value of
**generational
diversity?**

GENERATIONAL BIAS

E X P E R I E N C E Y O U R S N A P J U D G E M E N T S

Read this silently to yourself..

According to research at Cambridge University, it doesn't matter in what order the letters in a word are, the only important thing is that the first and last letter be at the right place. The rest can be a total mess and you can still read it without problem. This is because the human mind does not read every letter by itself, but the word as a whole.



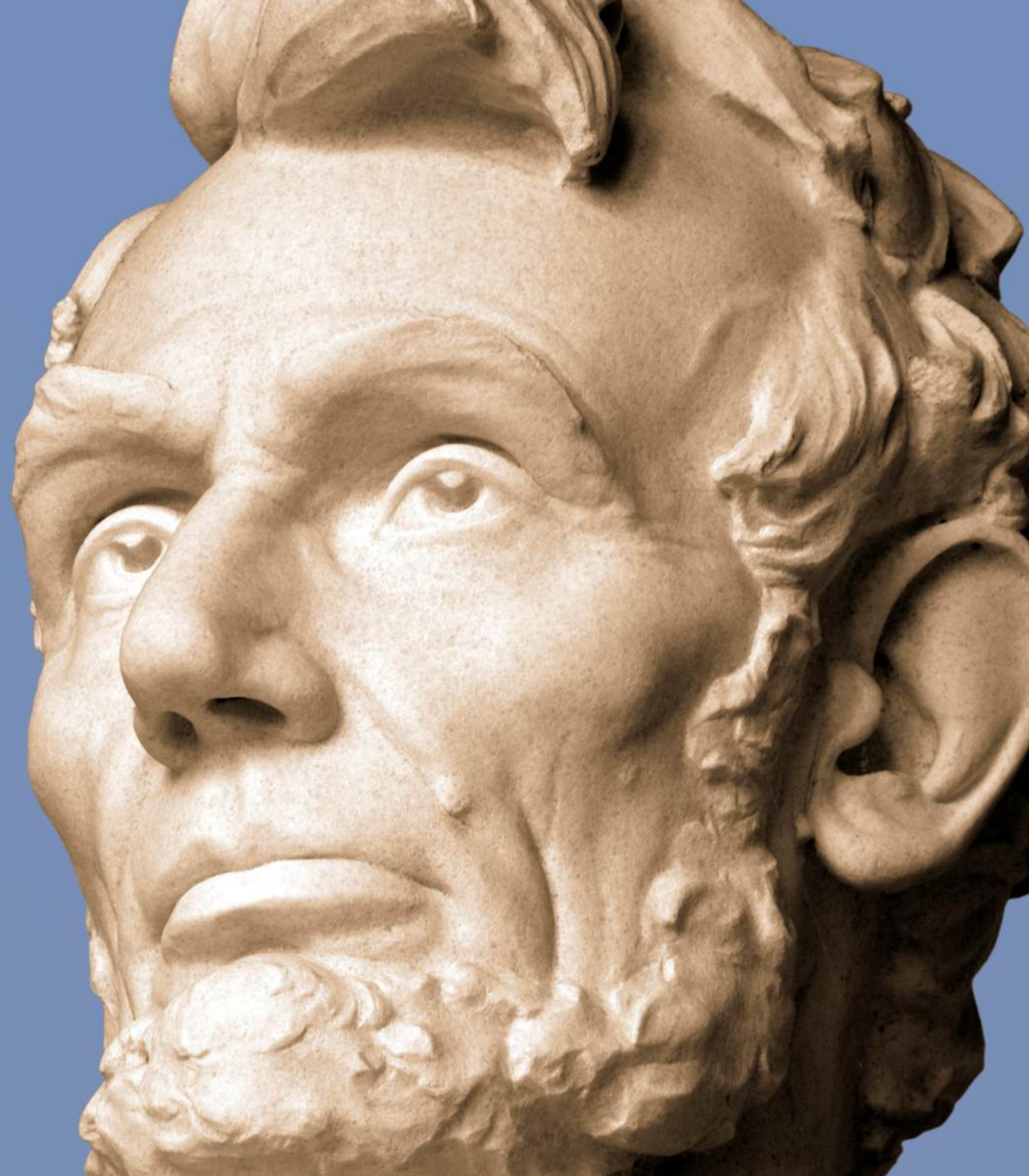
Chunking = cognitive shortcut to decipher info more **effectively and efficiently**.

An editing process (using pattern recognition, **prior knowledge and experience**) to make words **fit into your expectations and projections**.

*“I don't like that
person. I must **get to
know them better.**”*

~Abraham Lincoln

The **crook of
connection** isn't
difference;
it's **distance.**



**Be more
curious,
and less
certain.
CONNECT.**



2 INCORRECT ASSUMPTIONS

S C H O O L E R & P R O T Z K O R E S E A R C H

Generational Perception Gap

The perceived gap between the **characteristics of “today’s emerging generation”** and the perceived **performance of “kids in my day.”**

#1

Human tendency to **notice the faults** in others specifically in the **areas where we are most competent.**

#2

Established generations tend to **compare themselves as they are today** to emerging generations rather than **who they were in the past.**

Most established generations **struggle to accurately remember** themselves as young people.

This fallacy leads them to **believe younger people today are further behind** in development and maturity than is accurate.

What to do about this? Lean into our generational intelligence structure.

2 INTELLIGENCE STRUCTURES

H O W G E N E R A T I O N S S H O U L D L E V E R A G E

FLUID INTELLIGENCE

20s & 30s

Working Memory
Innovative Capacity
Ability to Focus

Solve any problem.

Ex: Start-up entrepreneur
(problem solve, innovate, hustle)

Work hard, learn, grow.



CRYSTALLIZED INTELLIGENCE

40s, 50s & 60s

Pattern Recognition
Judgement
Wisdom

Know which problem to solve.

Ex: Start-up investor (spotting
trends, talent, opportunity)

Coach, encourage, inspire.

Generational differences are *not* a
problem to solve,
but a **tension to leverage.**





Attracting
cross-generational
talent

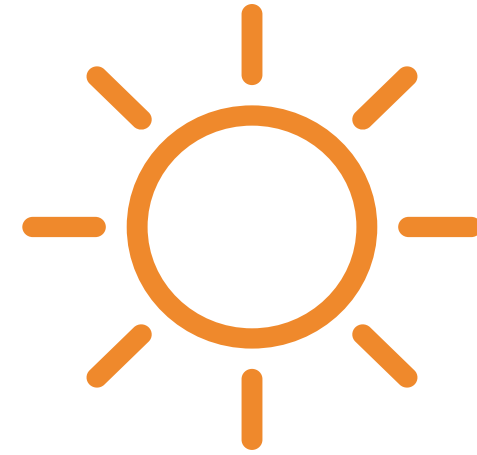
3 MUST-HAVES AT WORK

F O R T H E E M E R G I N G G E N E R A T I O N S



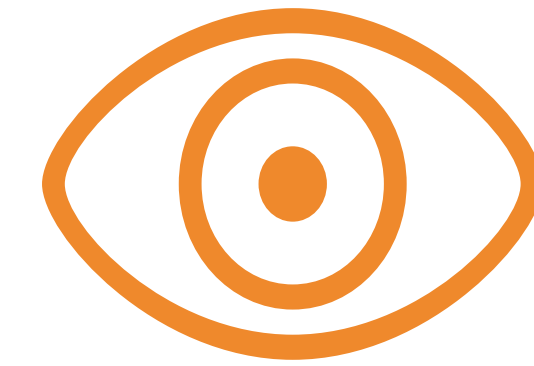
BETTER BOSS

Top talent view **effective leaders** as a must.



BRIGHTER FUTURE

Top talent have a proclivity to be **future oriented.**



BIGGER VISION

Top talent want to **connect work with impact.**

Doesn't every generation want these 3 things in a job? Yes.

For previous generations, these are **“nice-to-haves.”**

For emerging generations, these are **conditions of employment.**

ATTRACT NEXT GEN TALENT

H O W G E N Z E V A L U A T E S A J O B

Over 60% say a job application should take...

Less than 15min (with many saying less than 5min)

Top things the next generation want to know about an org...

1. Culture and Values
2. Perks and Benefits
3. Employee Perspectives

Top platform the next generation uses to learn about an employer...



Top obstacle the next generation has for joining an org...

“Not knowing what the organization is like.”



**How will you leverage
video to attract cross-
generational talent?**



ClearPath was established by Jay Faison in 2014. ClearPath's mission is to develop and advance policies that accelerate innovations to reduce and remove global energy emissions. At ClearPath we believe our team is the key to making an impact and fulfilling our mission. ClearPath team members are direct drivers of impact on our mission and objectives. We value teamwork, dedication, ownership, adaptability, integrity and curiosity.

We are an equal opportunity employer and value diversity at our company. We do not discriminate on the basis of race, religion, color, national origin, gender, sexual orientation, age, marital status, veteran status, or disability status.



“Most **job candidates** say they **chose to apply after watching the video.**”





Connecting
across generations

SEISMIC & FIRST-TIME
WORKFORCE SHIFT



GENERATIONAL DISCONNECTION

I S W I D E N I N G



52%

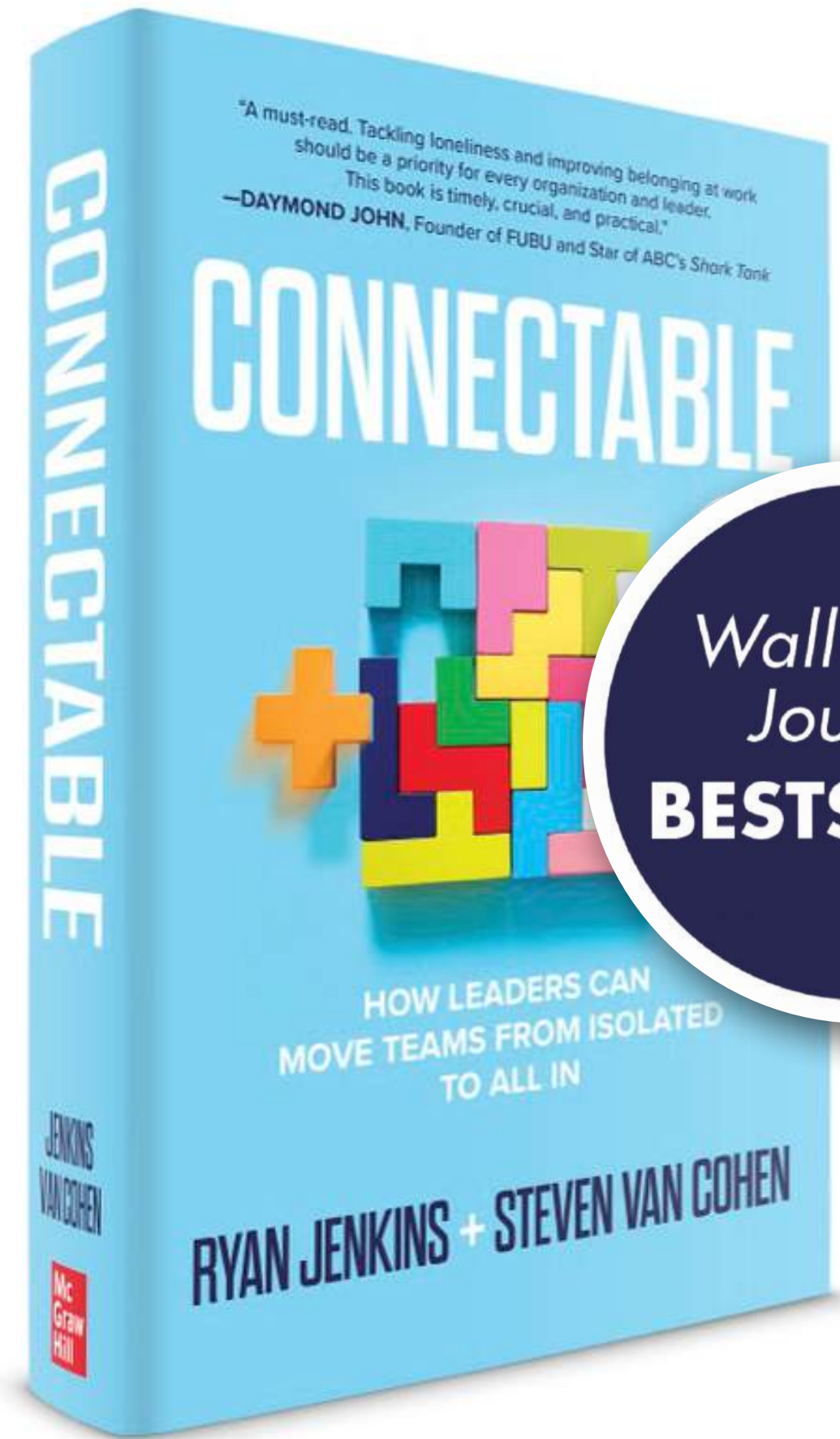
of workers say they're least likely to get along with someone from **another generation.**

62%

of Generation Z anticipate **challenges working with** Baby Boomers and Gen X, yet **only 5%** anticipate challenges working with Millennials.

THE RESEARCH

B E H I N D T H E W S J B E S T S E L L E R



Wall Street
Journal
BESTSELLER

5+ Years of Research

2,000 Workers Surveyed




50 Leaders Interviewed

100+ Organizations Helped



POWER OF CONNECTION

W H E N T E A M B E L O N G I N G I S H I G H

-  **RECRUITMENT** > **167%** More likely to **recommend their employer.**
-  **PERFORMANCE** > **56%** Increase in **job performance.**
-  **ENGAGEMENT** > **75%** Reduction in **employee sick days.**
-  **RETENTION** > **313%** Less intent to **quit their job.**



Connection is
now the **most**
valuable
workplace
currency.

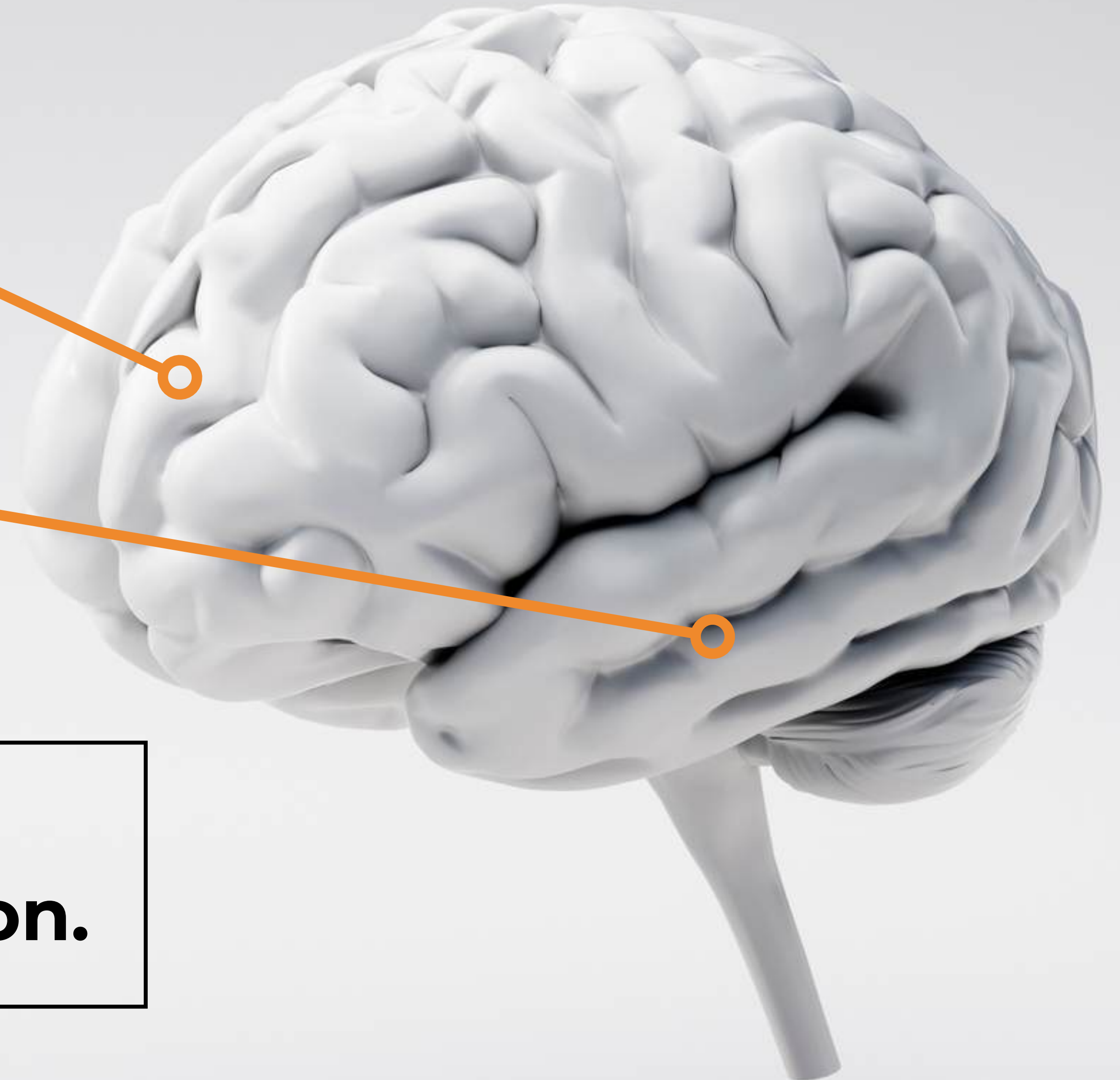
CONNECTION ILLUSION

M O R E C O N N E C T E D ? T H I N K A G A I N

Communication is the **exchanging** of info. It's processed in the **frontal lobe**.

Connection is a **feeling of understanding** and ease of communication b/w people. It's processed in the **insular cortex**.

Technology enables communication, not connection.





Communication
is dealt.
Connection
is felt.



**How can you trade
communication for more
cross-generational connection?**



About Store

Google

🔍 how to CEO good 

Google Search I'm Feeling Lucky



What exists **between**,
makes or breaks a **team**.

THE CONNECTION KIT

FREE TOOLS TO IMPROVE CONNECTION



Or visit...
ConnectionVault.com

CATEGORY #1: YOUR RESULTS

Individual Connection: Am I connected at work?

The questions in this section asked how you honestly and currently felt about your social relationships at work. Not how you wish you felt. Higher scores indicate higher individual connection to your workplace.

	1 Never	2 Rarely	3 Sometimes	4 Often	5 Always	YOUR Score	TEAM Aggregate Score
1. I feel left out at work.*	[Progress bar]					5	3.6
2. I feel a sense of belonging at work.	[Progress bar]					2	2.7
3. I feel appreciated at work.	[Progress bar]					3	3.0
4. I feel valued for who I am at work.	[Progress bar]					4	3.0
5. I can truly be myself at work.	[Progress bar]					5	3.1
6. I feel disconnected from others at work.*	[Progress bar]					5	3.2
7. I feel isolated when I am at work.*	[Progress bar]					4	3.4

Reverse scored: 1=5, 2=4, 3=3, 4=2, 5=1

△ Represents a concerning discrepancy between the team's scores and the leader's score. Pay closer attention to the areas where this icon is present.

TEAM Average
When it comes to your team's individual connection to work, their connection is **WEAK**. There is an unstable and unreliable connection between your team and the experiences of belonging, appreciation, and community inside the work environment whether in-person or virtual. Because this score indicates a need for improvement, it is recommended that you begin using many of the recommendations in this section.

YOUR Average
When it comes to your personal connection at work, your connection is **STABLE**. There is a stable connection between you and the experiences of belonging, appreciation, and community inside your work environment whether in-person or virtual. Because this score indicates a room for improvement, it is recommended that you begin using some of the recommendations in this section.

3.16
4.00

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Team Connection Assessment™

The Connection Self-Assessment

If you already took the assessment (online, in the book, etc) then skip down to "Recommendations to Lessen Loneliness".

How often do you feel the way described below?

Score each statement using the following scale:
Rating: 4=Never | 3=Rarely | 2=Sometimes | 1=Often

1. Not in tune with people around me.	Never	1	2	3	4	Often
2. Lack companionship.	Never	1	2	3	4	Often
3. Don't have anyone to talk to.	Never	1	2	3	4	Often
4. Don't feel part of a group.	Never	1	2	3	4	Often
5. Not understood by others.	Never	1	2	3	4	Often
6. Starved for company.	Never	1	2	3	4	Often
7. Isolated or excluded by others.	Never	1	2	3	4	Often
8. Social relationships are superficial.	Never	1	2	3	4	Often
9. Interests aren't shared by others.	Never	1	2	3	4	Often
10. Unhappy being withdrawn.	Never	1	2	3	4	Often

Add up each of the ten scores to get your total.

Your Total Score

Scoring

Total Score	Loneliness Level
10-20	Low Level of Loneliness
21-30	Medium Level of Loneliness
31-40	High Level of Loneliness

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The Connection Self-Assessment

10 Signs of a Disconnected Worker

Here are common identifiers of lonely workers. As an exercise, think of someone on your team you suspect might be feeling lonely. Which of the following applies to them?

- Sloppy Work**
Careless behaviors, a decrease in work quality, or irresponsibility from a usually dependable worker is an indicator of potential loneliness. Sloppy work is a key indicator that someone is working with a lessened sense of connection to either the team or their work.
Examples:
 - Missing project deadlines
 - Makes uncharacteristic mistakes
 - Takes short cuts with clients or customers
 - Delivers incomplete assignments
- Lack of Learning and Development**
Curiosity and a growth mindset are good indicators of employee engagement. When employees are leaning into learning, they show a level of optimism about their future. When they don't, it could be because they are disengaged or disconnected.
Examples:
 - Limited participation in training
 - Disdain for extracurricular activities
 - Doesn't ask questions
 - Uninterested in their career progression
- Break in Routine**
Engaged employees are reliable, with recognizable routines. Reliable employees whose routines change might be an indicator of a growing sense of isolation.
Examples:
 - Showing up to work late
 - Taking extra-long lunches
 - Leaving or logging out early
 - Working late nights or weekends

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10 Signs of a Disconnected Team Checklist



Working
across generations.

WORK

VARYING PREFERENCES

	BOOMERS	GENERATION X	MILLENNIALS	GENERATION Z
SUMMARY	A Place	A Means to an End	A Vehicle	Life
VIEW	Responsibility	Drive Outcomes	Fulfilling	Earn & Learn
ATTITUDE	Loyalty is Rewarded	Work Hard, Play Hard	Work Smart	Work Fluidly

WORK

Q U A L I T Y F E E D B A C K E L E V A T E S P E R F O R M A N C E

Group A



40% of students revised and resubmitted their papers.

Group B



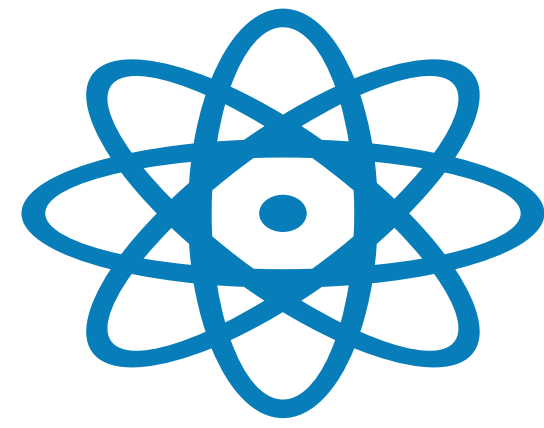
80% of students revised and resubmitted their papers.
And they made **2x as many corrections** as Group A.

High Standards
+ Assurance

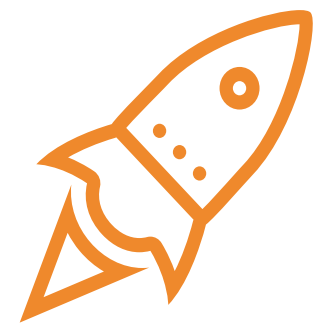
Doubled Performance



**How can you deliver more
effective feedback no matter
the generation?**



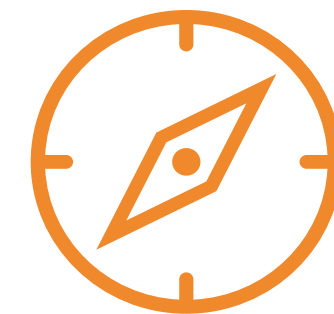
THE CROSS-GENERATION FEEDBACK FORMULA



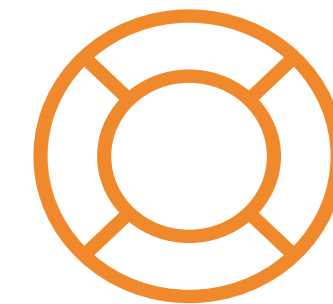
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**HIGH
STANDARDS**

*I have **high expectations** for you.*

ASSURANCE

*I know you can **meet them**.*

DIRECTION

*So try this **new challenge**.*

SUPPORT

*And if you stumble, **I'll help you** recover.*

KEEP CONNECTED

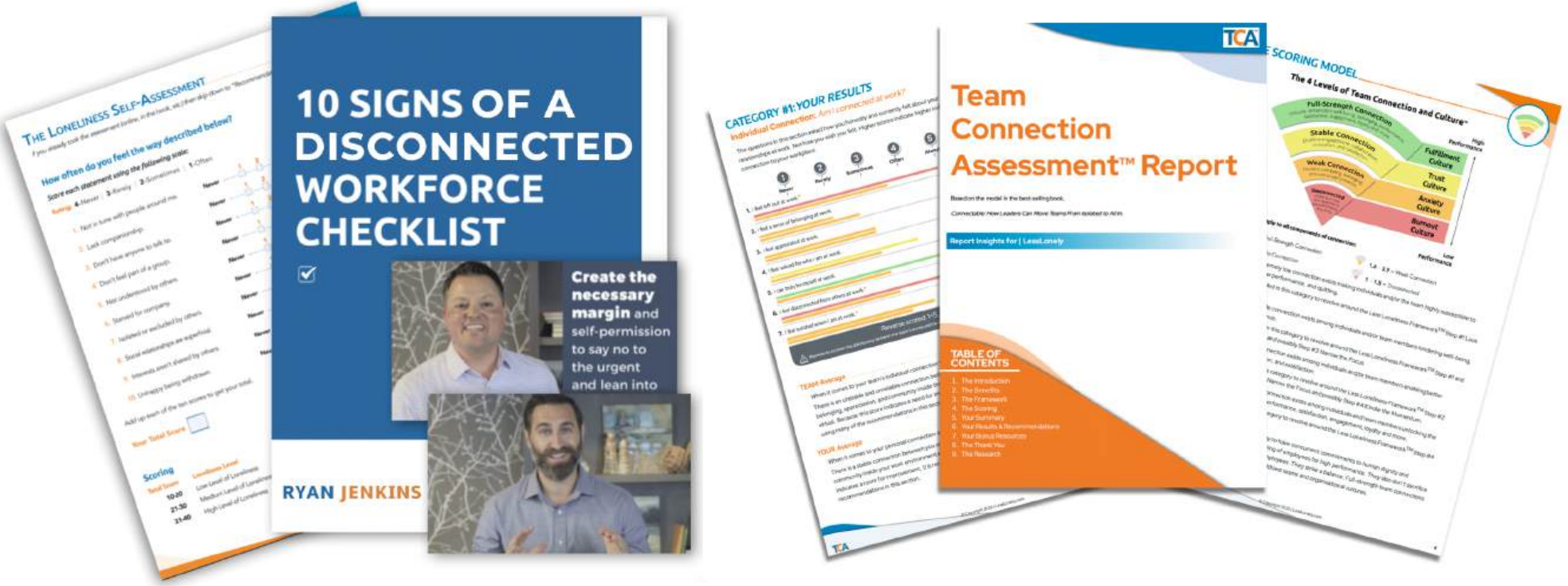
CONNECT WITH RYAN

Ryan Jenkins

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Questions, connect, or hire Ryan at
ryan@ryan-jenkins.com



CONNECTION KIT



- The Connection Self-Assessment & Improvement Guide (PDF)
- 10 Signs of a Disconnected Workforce Checklist (PDF)
- Team Connection Assessment™





A “**This is always how we’ve done it**” mindset is... a slippery slope to **irrelevance.**

Prioritize **WHY**
over the **WAY**



THANK YOU



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Questions, Connect, or Hire Ryan...
ryan@ryan-jenkins.com



REFERENCES

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- How to Lessen Loneliness and Boost Belonging at Work by Ryan Jenkins 2020: <https://www.entrepreneur.com/article/352081>
- The Happiness Lab with Dr. Laurie Santos: <https://www.happineslab.fm/season-1-episodes/mistakenly-seeking-solitude>.

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