Communicating in the New Millennium

Talking with Millennials, GenXers and Boomers So They Can Hear You

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“The children love luxury; they have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise. Children are now tyrants, not the servants of their households. They no longer rise when elders enter the room. They contradict their parents, chatter before company, cross their legs, and tyrannize their teachers.”

Socrates 470BC – 399BC
<table>
<thead>
<tr>
<th>Boomers</th>
<th>Gen-Xers</th>
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<tbody>
<tr>
<td>Many displaced in 2008</td>
<td>Smallest Generation</td>
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<tr>
<td>Most aren’t prepared</td>
<td>Squeezed</td>
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<td>financially</td>
<td>Advancement compression</td>
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<tr>
<td>Working longer than</td>
<td>impact</td>
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<tr>
<td>they planned</td>
<td>Most demanding of the</td>
</tr>
<tr>
<td>Boomer make less</td>
<td>generations</td>
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<tr>
<td>Working Mother</td>
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<td>pioneers</td>
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Millennials At A Glance

• Millennials Biggest Generation
• Three Distinct Groups
   28-35  23-28  15- 22
• 36% Millennials 18-31 live at home
  – 18% college graduates live at home
  – 16% 25-31 yr olds/56% 18-24 yr olds
  – 29% employed Millennials live at home
• Most educated generation
Raised in a Different Time, Differently
**Communication Exponentialized**

**Memo**

To:  [Name]
From:  [Name]
Date:  [Date]

Subject: [Subject]

[Content of the memo]

**Born**

- **1946**: Boomers
- **1964**:  
- **1965**: GenXers
- **1979**:  
- **1980**: Millennials
- **2000**:  

**Boomers** born in 1946 were the first to experience exponential growth in communication technology. They were the pioneers of the first generation of mobile phones and computers. GenXers, born in 1964, were the first to use the internet, and Millennials, born in 1979, were the first to experience the exponential growth of social media. The youngest generation, born in 2000, have grown up with smartphones and the internet, and are the first to experience the full impact of exponential growth in communication technology.
Communication Exponentialized
4 mins
9 times
5 mins
SQUIRREL!
Lee’s 2 Rules Of Communication

The Point of Communication is to

Communication is About the Listener NOT the Talker
You Cannot Over-Communicate
• Simpler is Better
  • If you use “in other words” DELETE what’s before it
  • People can only remember 3 things
    – 2 is better
  • Subject headers are key real estate
Drive Ambiguity Out

- The Time Warp Always Gets Us in Trouble
  - When is end-of-day?
  - When is later?
  - When is tomorrow?

- Be Specific
  - What do you need? In what format? For what purpose?

- Give Direction Early and Often

- Don’t Know? → ASK

Never
Context is King Kong

START WITH WHY

DON’T ASSUME

IF YOU CATCH YOURSELF SAYING SHOULD...STOP AND START AGAIN
Vision Matters: Me, Team, Org
Establish Expectations Day 1

• Do not wait to give feedback
• Establish protocols in writing and re-refer to them often
  – The Audible Only Works for QBs
• Establish check-in milestones and keep to them
• Consequences matter: Make them & Enforce Them
Teams Who Feel Appreciated Outperform Those Who Don’t

3:1

Don’t underestimate how far “Please” and “Thank You” will take you and the team

The pass-along “Thank you”
Speak So Everyone Can Hear You And They Will