



Write Me, Text Me, Call Me, Meet Me:

LEADING A MULTI-GENERATIONAL TEAM EFFECTIVELY

OVERVIEW

Write Me, Text Me, Call Me, Meet Me: Leading a Multi-Generational Team Effectively is an out-of-your-seat, multi-media workshop that uses fun and highly engaging methods to draw out leaders' existing knowledge and facilitate new and deeper insight. Providing multiple application opportunities, the workshop is designed to optimize any leader's ability to encourage high performance and achieve better results on the job.

Leaders learn about the historical events, parenting trends, and demographics that formed the basis of each generations' workplace preferences and biases and how these preferences and biases can become a source of conflict. Awareness, appreciation, and mastery of such generational insights enables leaders to address such conflict productively, if not avoid it altogether. Furthermore, mastery of generational insights ensures productive team relationships and communications that promote creativity, innovation, teamwork, and performance.

The Gen-Flex® model—a step-by-step tool for leaders to examine how their generational preferences and biases influence their leadership approach on a case-by-case basis—is central to the workshop. The tool teaches leaders to adjust their approach to minimize generation gaps and lead effectively.

A flexible program, the course is available in half-day and full-day versions and optimized for class sizes of 25 people. *Leading Generations* can also be customized to integrate (or be integrated into) your organization's existing learning programs. Additionally, a *Leading Generations* competency model and competency-model-based self-assessment is available for use as pre-work or in the workshop.

PERFORMANCE GOALS

Expand and apply knowledge of generational differences to increase overall leadership effectiveness and team performance, and achieve better business results. Improve:

- Working relationships
- Workplace communication
- Conflict-resolution skills

LEARNING OBJECTIVES

After completing this workshop, leaders will be able to:

- Describe meaningful differences among the five generations currently in the workforce and the origins of those differences
- Explain how generational differences manifest on the job as preferences in the workplace in their own and others' behavior
- Apply the Gen-Flex model



AGENDA HIGHLIGHTS

The Generational Association Game

What pre-existing knowledge about generations do leaders already have? In this game, they'll find out! After the welcome and introductions, leaders will view, in rapid-fire, a series of images and guess which generation they best represent. A brief video featuring thought leader Cam Marston will then reinforce the message that differences among generations are very real, recognizable, validated by research.

What a Match

Can participants identify the five or six most prominent characteristics of Matures, Boomers, Gen Xers, Millennials, and iGen? They'll find out by working in small groups to label the *Generations Characteristics* model. Brief history lessons about each generation will reveal the answers.

Preference Puzzler

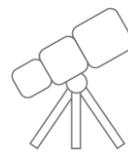
In a brief video, Cam will explain that work preferences and biases—based on generational preferences—have impacts that leaders may not be aware of. After the video, leaders will work in small teams to complete a game board of workplace preferences, matching each of the five generations to their most typical communication style, their preferred work schedule, how they engage others, and how they like to be recognized. Each group will then be assigned a generation to examine, uncover, and teach the class what the connection between their assigned generation's general characteristics and that generation's work preferences is.

Mix But Do They Match?

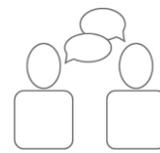
Using the Preference Puzzler content, the facilitator will guide leaders in a group discussion about leader and teammate preferences that may result in conflict and the unintended consequences if a leader doesn't know how to Gen-Flex. Together, leaders will discuss specific leader-teammate preference combinations.

Gen-Flex

Through role-play, leaders will test the Gen-Flex model's ability to address conflict resulting from generational differences. The three-step model will guide leaders through 1) identifying their teammates and their own generation-based work preferences, 2) pinpointing how these preferences influence a situation and can potentially cause conflict, and 3) addressing the core issue effectively while simultaneously respecting each party's preferences. Cam will make a final appearance in a brief video that reinforces the power of Gen-Flex.



DISCOVER



ENGAGE



IMPLEMENT

Gen-Flex Model

Gen-Flex Recognition (Optional)

This "putting it all together" activity will ask generationally diverse teams of leaders to apply their Gen-Flex knowledge and skills by working together to create an innovative employee-recognition program for a particular generation.

Action Planning

Leaders will reflect on all they've learned and make commitments to apply their new knowledge and Gen-Flex skills to specific situations back on the job and thus lead more effectively.

