

Connecting Across the Generations: Staying Human in Our Virtual World

Dr. Steven Shepard
Steve@ShepardComm.com
+1-802-238-1007



1



2

2

Remember When These Were Masks?



3

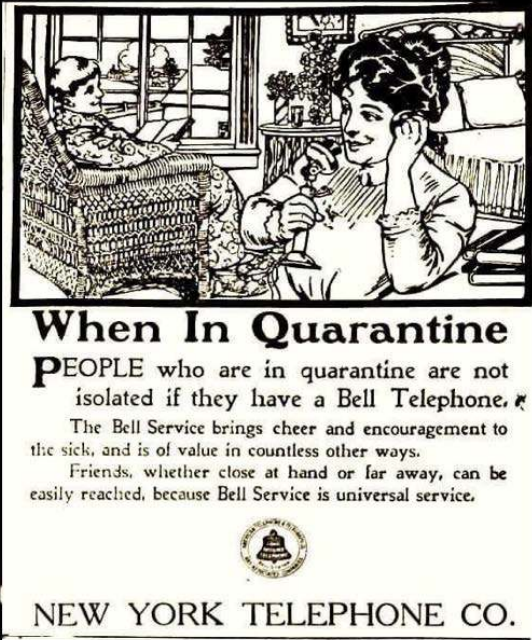
Remember When 'Viral' Was a Good Thing?



Turns out ... This ain't our first rodeo!



4




When In Quarantine

PEOPLE who are in quarantine are not isolated if they have a Bell Telephone.

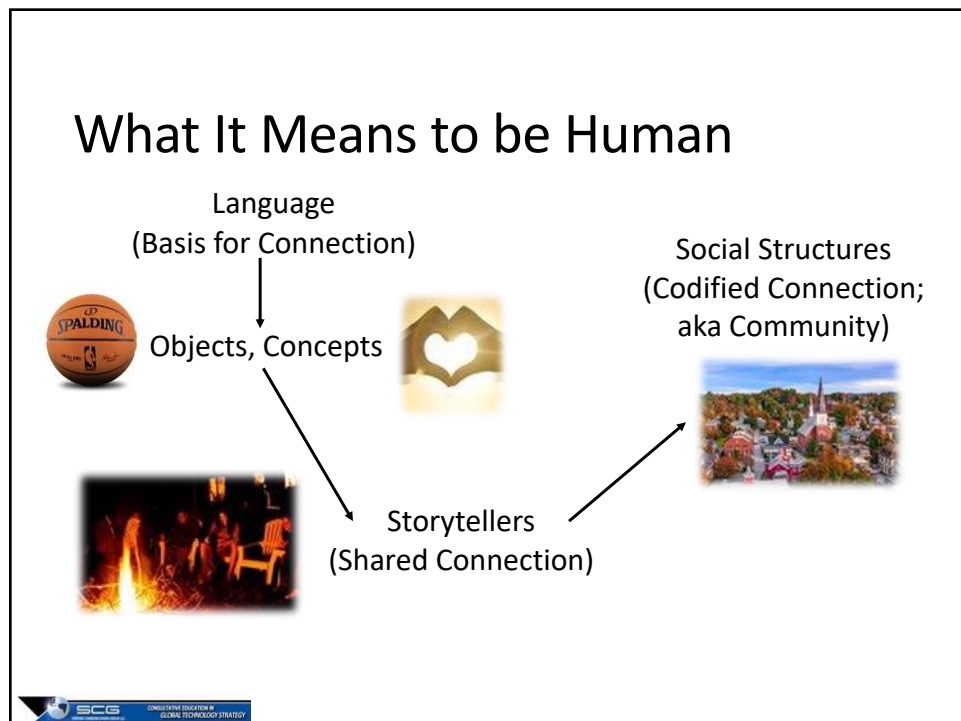
The Bell Service brings cheer and encouragement to the sick, and is of value in countless other ways.

Friends, whether close at hand or far away, can be easily reached, because Bell Service is universal service.

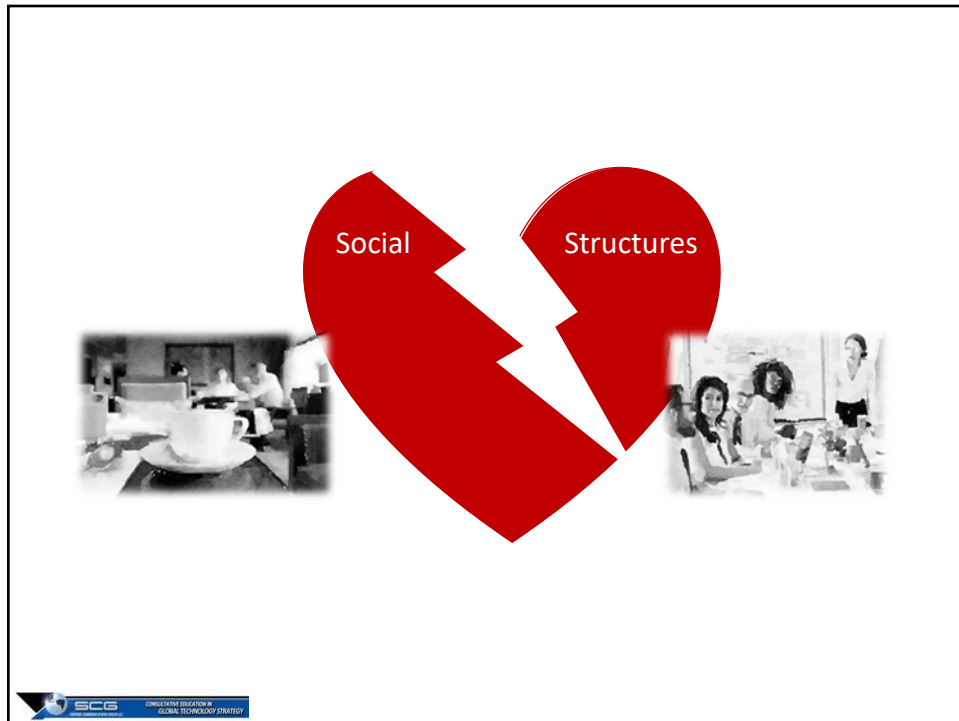


NEW YORK TELEPHONE CO.

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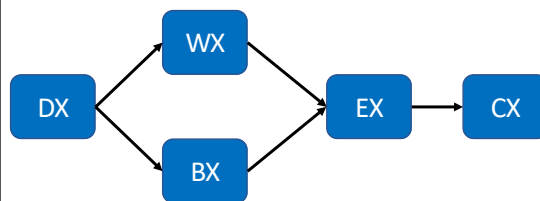


...And in business environments?

SCS CONSULTING EDUCATION & GLOBAL TECHNOLOGY STRATEGY

9

Staying Human in the World of Sales



Remember how our customers (and theirs) are feeling:

- Disconnected from the world they know
- Desperate for a sense of normalcy
- Frustrated by paralysis
- Financially stricken
- Voiceless
- Forgotten

The human-ness is missing!

Answer this question for EVERY customer:
How do your P&S help overcome these forces?

10

So: What Does It REALLY Mean
to be Human?

Connected.

And generationally,
that's crucial.



11

So ... With That in Mind ...
Managing Across the
Generations



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12



12

A Quiz (And a Moment of Brutal Honesty)

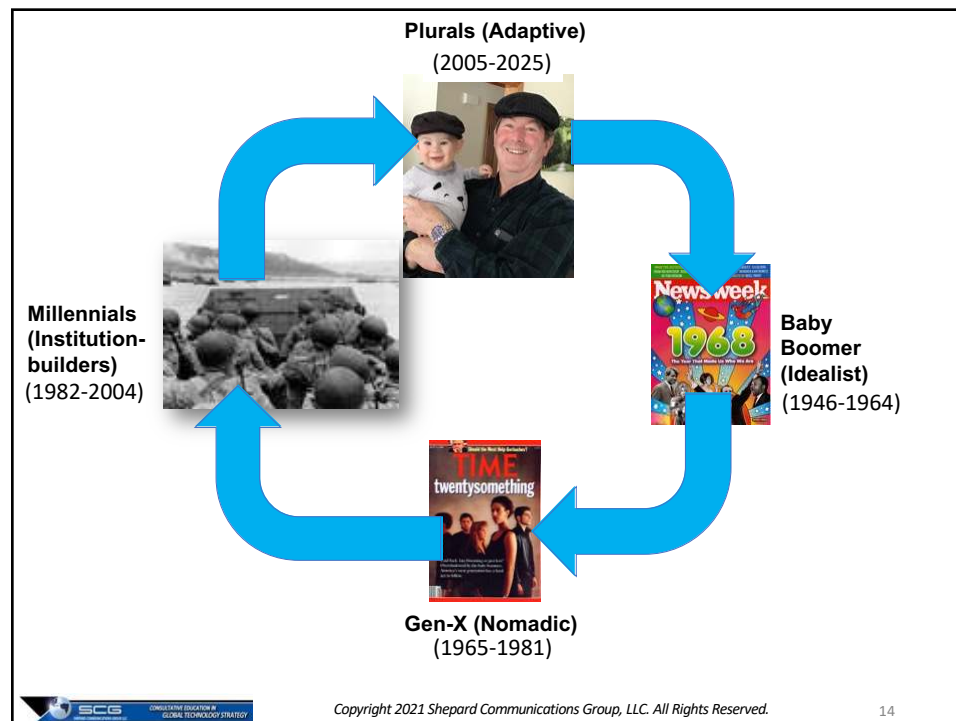
- A. 1925-1945 Silent
- B. 1946-1964 Baby Boomers
- C. 1965-1981 Gen-X
- D. 1982-2004 Millennials
- E. 2005-2025 Plurals



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13

13



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14

14

Baby Boomers

- 1946—1964
- Most important generation EVER (Just ask them)
- Indulged as children
- 7-1/2 hours/day with adult authority figure
- Driven by deeply-held values as adults
- Narcissistic; relatively few kids. In fact ...
- Work defines who you are, not what you do
- The “Lone Ranger” generation

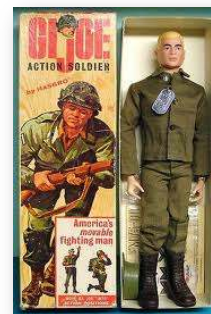


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15

15

Boomer TV Heroes



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16

16

And if you don't think Boomers hated kids...



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17

17

- 1964: Children of the Damned
- 1967: Rosemary's Baby
- 1973: The Exorcist
- 1974: It's Alive!
- 1976: The Omen; Carrie
- 1977 Exorcist II: The Heretic
- 1978 Damien—Omen II; Halloween
- 1979 The Brood
- 1981 The Final Conflict; Halloween II
- 1984 Firestarter; Children of the Corn

***There's only one thing
wrong with
the Davis baby.***



18

Generation X



- 1965—1981
- Their other name – and the reason
- Unprotected, criticized children; parental opinion?
- Time spent with adult authority?
- Independent, self-reliant, entrepreneurial, pragmatic adults
- The “Jerry Maguire” generation



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19

19

Gen-X TV Heroes

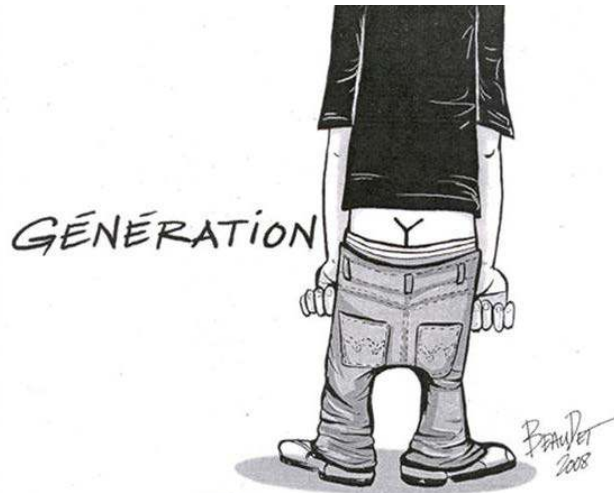


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20

20

Millennials: Rocking the World



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21

21

Millennials

- Largest generation in human history
- Group-oriented, problem solvers, institution builders
- Optimistic, long-term planners, high achievers
- An extraordinarily social, group-oriented generation
 - Above all else, make a difference
- SIGNIFICANT risk-takers
- Protected and revered trophy children
- Believe they have the potential to be great - and probably do
- “A generation of litigators”
- The “Three Musketeers” generation



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22

22

Millennial TV Heroes



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(Recent) Millennial TV Heroes



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24

24

Millennial Childhood in Movies

1982: E.T The Extra-Terrestrial

1986: Aliens

1987: Three Men and a Baby; Raising Arizona; Baby Boom

1989: The Little Mermaid; Look Who's Talking; Parenthood

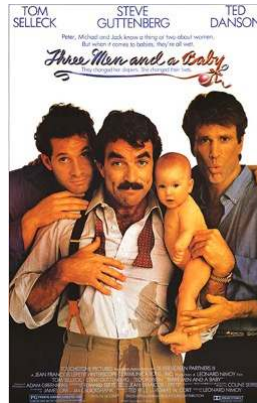
1990: Look Who's Talking Too; Home Alone

1991: Little Man Tate

1993: Three Men and a Little Lady; Searching for Bobby Fisher

1994: The Lion King; Angels in the Outfield

1997: Liar, Liar



1998: Rugrats: The Movie

1999: Big Daddy; Iron Giant

2000: My Dog Skip

2001: The Princess Diaries; Spy Kids, Monsters, Inc.; Harry Potter

2002: Big Fat Liar; About a Boy

**They changed her diapers.
She changed their lives . . .**



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25

25

Generations, Side-by-Side

Boomer	Gen-X	Millennial
Wants to Win	Wants to Succeed	Wants Team to Win
I live to work	I work to live	I work and live to serve family, company, and community
Ultimate Authority, control	Leave me alone	PLEASE DON'T leave me alone
Want immortality	Want to earn a living	Want to make a difference
I can save you	I'll call when I need you	I need you ALWAYS
I was experienced when you were born	I don't give a crap	Please share your experiences with me
Superman Generation	Jerry Maguire Generation	Three Musketeers Generation



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26

26

Here Come the Plurals

- The 'native speakers' of the digital world
- Best educated, most connected, and technologically most sophisticated generation in human history
- Most ethnically diverse generation that has ever lived
 - 55% white, compared to 72% of Boomers
 - Reflects a trend toward a pluralistic society in which there is no single dominant ethnicity or race
 - Starting in 2019, babies born in the USA are less than 50% white
 - Plurals usher in a pluralistic society
- Race, ethnicity, and gender are about as important as eye color



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27

27

The Reality—Not All That Different!

- ALL generations
 - Want more money
 - Want to be recognized
 - Want to see meaningful growth in their jobs
 - Want to have more time with their families/personal life
 - Are looking to make a difference
- How to attract and retain employees? Go back to the adverbs!



28

How Do I Manage Performance, Reward, Discipline?

- Boomers (How):
 - Want authority, control, power—give it to them, along with clear consequences for non-performance
 - Ticker-tape parade with fireworks
- Xers (What):
 - Tell them what you want, when you want it, then get out of their way
 - Set clear benchmarks
 - Recognize their need to balance their life
 - Reward the individual privately; take family/personal life into account
- Millennials (Why):
 - Establish team performance goals
 - Provide clear mechanism for regular performance feedback against competencies
 - Be EXTREMELY clear about competence vs. competencies
 - Reward the team



29



30