Effective Client Communication Across Generational and Other Divides

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Communication 101

- Know your objective
- Know your audience
- Know your facts (and keep it simple!)
- Keep your ears open

CROSS-GENERATIONAL



Which Generation are You?

If You Were Born...



- 1946-1964
- 1965-1980
- 1981-1996
- 1997 and after

You Are...

- Traditional
- Baby Boomer
- Gen X'er
- Millenial
- Gen Z/Post Millenial

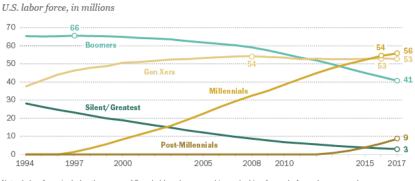
Generational Differences Matter

- Understanding generational differences is critical to successful joint efforts
- The environment of your youth shapes how you perceive the world



The Workforce is Always Changing

Millennials became the largest generation in the labor force in 2016



Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown. Source: Pew Research Center analysis of monthly 1994-2017 Current Population Survey (IPUMS).

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