Effective Client Communication Across Generational and Other Divides

Corporate Counsel Institute
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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…	You Are…
Before 1946	Traditional
1946-1964	Baby Boomer
1965-1980	Gen X'er
1981-1996	Millenial
1997 and after	Gen Z/Post Millenial

Generational Differences Matter

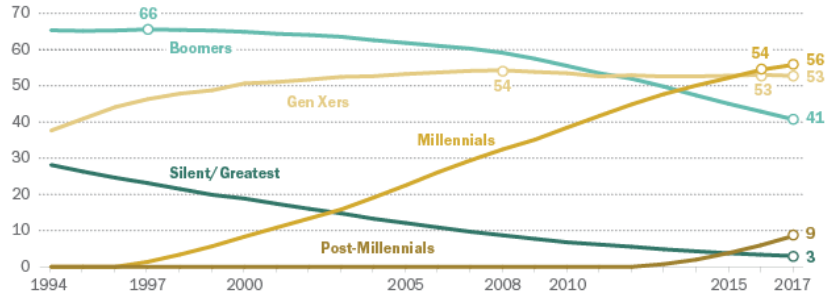
- Understanding generational differences is critical to successful joint efforts
- The environment of your youth shapes how you perceive the world



The Workforce is Always Changing

Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions



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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