

Effective Client Communication Across Generational and Other Divides

Corporate Counsel Institute
May 16, 2019

Presented By:

Jane Mallor McBride, Principal and General Counsel
Optimus Legal Management and Consulting

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...

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

You Are...

- ▣ Traditional
- ▣ Baby Boomer
- ▣ Gen X'er
- ▣ Millennial
- ▣ Gen Z/Post Millennial

Generational Differences Matter

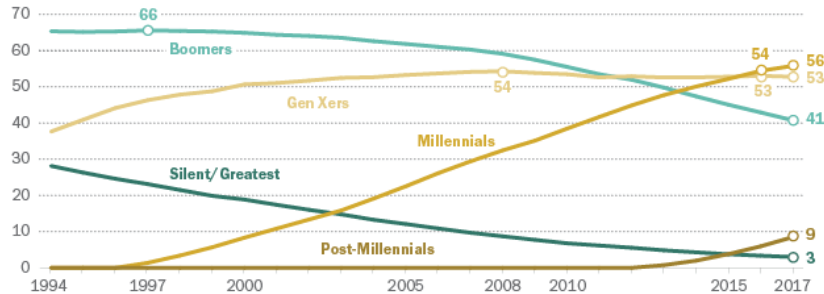
- Understanding generational differences is critical to successful joint efforts
- The environment of your youth shapes how you perceive the world



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).

PEW RESEARCH CENTER

Find the full text of this and thousands of other resources from leading experts in dozens of legal practice areas in the [UT Law CLE eLibrary \(utcle.org/elibrary\)](https://utcle.org/elibrary)

Title search: Effective Client Communication Across Generational and Other Divides

Also available as part of the eCourse
[2019 Corporate Counsel eConference](#)

First appeared as part of the conference materials for the
41st Annual Corporate Counsel Institute session
"Effective Client Communication Across Generational and Other Divides"