

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...

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

You Are...

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

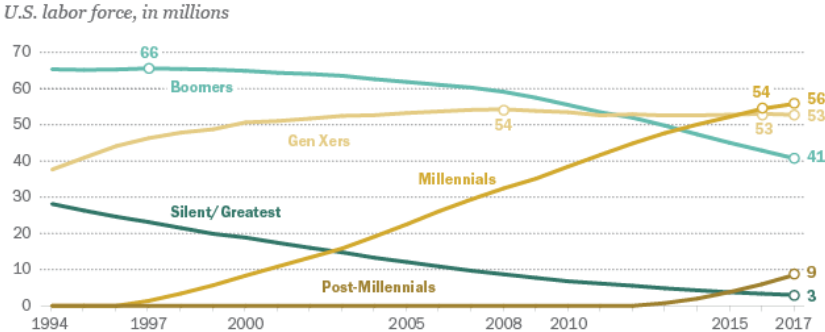
Generational Differences Matter

- 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



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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