

# Multigenerational Diversity in Member Retention

Multigenerational diversity is the coexistence of multiple generations within an organization, each characterized by distinct experiences, value, communication styles and work preferences.

Understanding the value of multigenerational diversity allows increased innovation and creative problem solving. By learning and understanding these differences, you will become more empathetic towards the individual, foster stronger relationships, and work more effectively.

Malcolm Forbes once said, “To young people, everything looks permanent, established – and in their eyes everything should be and needs to be changes. To older people, everything seems to change, and in their view, almost nothing should.”

Intersectionality is the acknowledgement that everyone has their own unique experiences of discrimination and oppression, and promotes an understanding of how we are shaped by the interaction of different social categories, such as gender, race, ethnicity, class, sexual orientation, age, physical ability, religion, etc. Utilize these strategies to embrace Multigenerational Diversity: choose curiosity over judgement, avoid generational stereotypes, diversify communication styles, include everyone in decision making

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## Generational Communication Styles

### **Baby Boomers:**

- Face-to-face interaction. They value personal connection and clear nonverbal cues.
- Phone calls: A familiar and reliable method for them.
- Email: Becoming increasingly comfortable with it, but might prefer similar formatting and clear subject lines.
- Text: Becoming more familiar, proper punctuation not necessary – use emojis.

### **Gen X:**

- Clear and concise: They value getting straight to the point. Avoid fluff and keep messages focused on the essential information.
- Phone Calls: For important discussions or quick confirmations, phone calls are a good option.
- Email: This is their go-to for work or important updates. They appreciate the ability to review information on their time.
- Texting: While they may use texting, it's not their preferred mode for detailed communication.

### **Millennials:**

- Email and Texting: Efficient and convenience for quick updates and information sharing.
- Messaging Apps: Comfortable with platforms like Facebook Messenger or Slack for casual communication.
- Video Conferencing: Useful for remote work and social interaction. Not big fans of phone calls.

### **Gen Z:**

- Messaging Apps: Their primary mode of communication, favoring platforms like Discord, Snapchat, or Instagram DMs, often visual oriented.
- Video Calls: Comfortable with video for both personal and professional communications. NO phone calls without texting first to warn them.

### **Gen Alpha:**

- Emerging preferences: Still too young to have a definitive style, but likely influenced by their parents' habits.
- Voice and Visuals: May gravitate towards interactive and visually stimulating communication methods as they grow up;
- Touchscreens and Voice Assistants: Comfortable with using technology for communication, potentially using voice commands or interactive apps. NO phone calls without proper notice of call/reason.

*It is important to remember these are general preferences, and individuals within each generation may vary.*

## The Silent Generation 1925-1945



Traditional / Dependable / Straightforward / Loyal

### Shaped by:

The Great Depression, WWII, Radio & Movies

### Motivated by:

Respect, recognition, stability, loyalty, work ethic, contributing value

### Communication:

Personal touch, handwritten notes, face-to-face

### At work:

Age = seniority, advancing through the hierarchy, expect loyalty

## Baby Boomers 1946-1964



Optimistic / Disciplines / Innovators / Goal-Oriented

### Shaped by:

Vietnam War, Civil Rights Movement, Watergate, Personal Computer

### Motivated by:

Company loyalty, teamwork, duty, hardworking, willing to take risks

### Communication:

Personal calls & face-to-face, prefer feedback to help them succeed

### At work:

“pay your dues” for promotions, good team players, enjoy mentoring

## Generation X 1965-1980



Adaptable / Informal / Skeptical / Independent

### Shaped by:

Fall of Berlin Wall, AIDS, dot-com boom, Internet, MTV, Mobile Phone

### Motivated by:

Diversity, work-life balance, autonomy, relaxed flexible environments

### Communication:

Email & Text, prefer scheduled feedback

### At work:

Leadership based on confidence, quick to move on if needs aren't met, flexibility

## Millenials / Gen Y 1981-1996



Confident / Socially Conscious / Collaborative / Efficient

### Shaped by:

9/11 attacks, social everything - Google, Facebook, digital literacy

### Motivated by:

Responsibility, quality of their manager, community service, unique experiences

### Communication:

Online & Mobile, IMs, text, prefer continuous feedback

### At work:

Seeking challenge & growth, ambitious, socially responsible companies, high expectations

## Generation Z 1997-2015



Global / Entrepreneurial / Progressive / Tech-Savvy

### Shaped by:

Life after 9/11, the Great Recession, access to tech at a young age

### Motivated by:

Diversity & inclusion, transparency, individuality, creativity, authenticity

### Communication:

Social media, mobile devices, want support, oversight & regular feedback

### At work:

Value independence, flexible work environments, work with innovative coworkers & new tech