

Dynamic Communication Strategies

PRESENTED BY:

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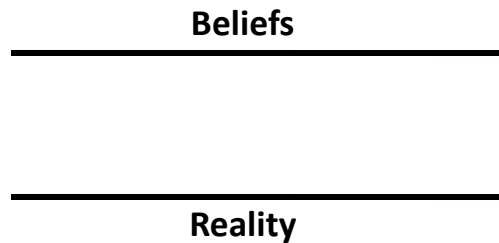
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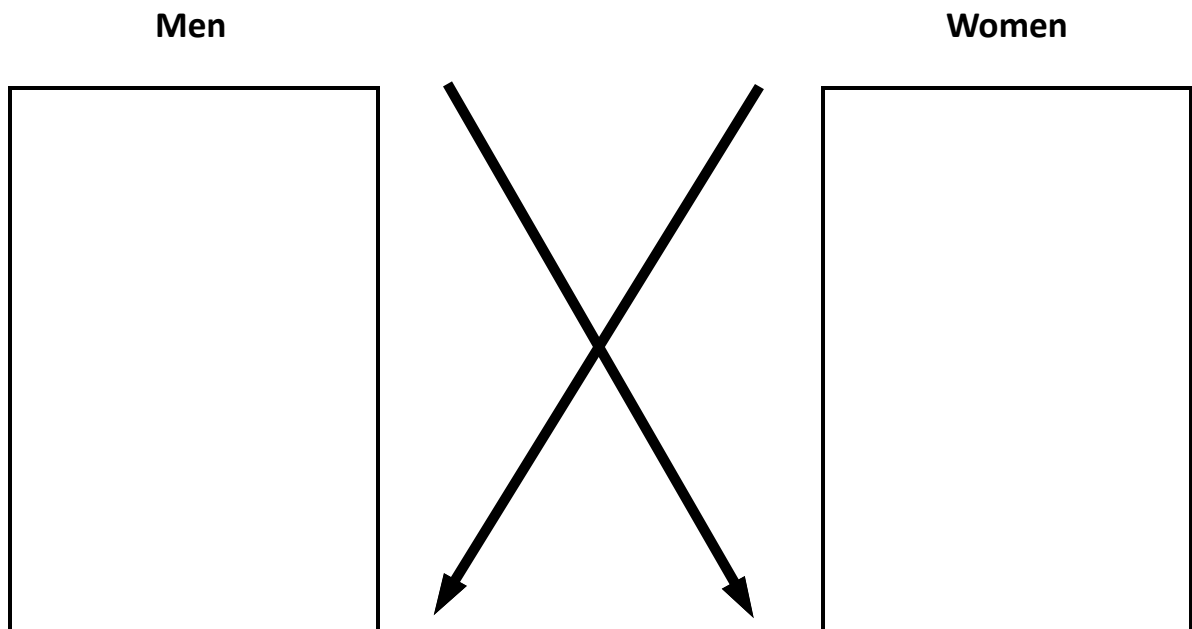
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Part 1: Gender Communication

I. The Gender Gap



II. Announcing Two Different Operating Systems:



III. Why Do Men & Women Communicate Differently?

Nature or Nurture?

Part 1: Gender Communication

IV. How Do Men & Women Think Differently?

Men think _____.

Women think _____.

V. How Do Men & Women Speak Differently?

Men speak:

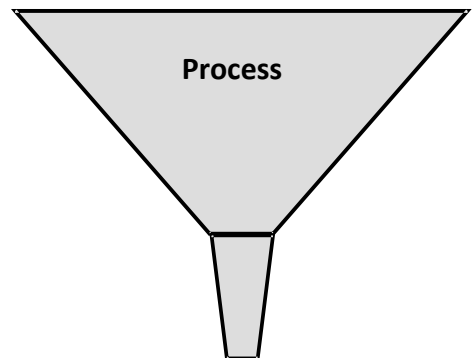
Women speak:

VI. Why Can't We Make a Simple Decision Together?

Men value:

Women value:

The Funnel of Decision Making:



Product

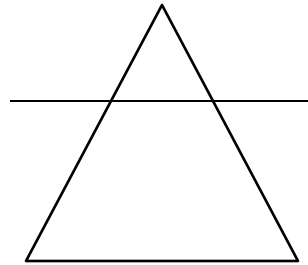


The Dynamic Communicator's Toolbox

1. RE _____

Respect the differences and don't expect transformation.

2. RE _____



3. RE _____

Men to Women

Women to Men

Part 2: Bridging the Generation Gap



What Defines a Generation?

“The events and conditions each of us experiences during our formative years determines who we are and how we see the world. As a result of these events and conditions, each generation has adopted its own “generational personality.”

- Lynne Lancaster and David Stillman, *When Generations Collide*

I. You are what you were when...

Where were you when you were 12?

1. Favorite TV shows
2. Who were your heroes?
3. What significant societal events were happening?

What this means for the workplace...

Each generation brings its own set of beliefs, values, culture, perspectives, likes, dislikes and skills/traits to the workplace



Silent Generation

Born 1927-1945
Ages 70 and over
a/k/a Traditionalists,
Matures, Civics
59 million
2% of workforce

Baby Boomers

Born 1946-1964
Ages 51-70
a/k/a Boomers, "Me" Generation
80-84 million
30-35% of workforce

Generation X

Born 1965-1978
Ages 37 – 50
a/k/a X'ers, Baby Busters
48 million
30% of workforce

Generation Y

Born 1979-1995
Ages 20-36
a/k/a Millennials, Echo Boomers
76-80 million
30-35% of Workforce
1 in 3 Non-Caucasian

II. The Generation Gap

Beliefs

Reality

Two Different Operating Systems

Boomer:

- Working hard
- Pay your dues
- We trade time for dollars
- If you do not work as long as I do, then you are not working as hard as I do

Gen X and Gen Y:

- Working smart
- Meritocracy
- We trade productivity for dollars
- If you work twice as long as I do but produce the same result, then our work is equal

III. Stereotyping



“Generations are not a box. They are simply clues. They are powerful clues on where to start in order to better work with and to better influence people of different ages.”

- Jason Dorsey

IV. Understanding vs. Acceptance

Understanding:

- “Oh, now I understand what your drivers are.”
- I get it...
- But I don’t really appreciate some of these differences and I don’t really have an interest in accommodating them
- I still think you need to make some serious changes

Acceptance:

- I respect the differences and I do not expect you to change
- Our differences make us strong
- I appreciate the differences and I look forward to leveraging them to our mutual benefit
- I need to figure out how to work with you, based on your approach and value system and not just my own

V. Reframing

- People’s behaviors always belong in more than one category
- For every stereotyped behavior, there is usually a more positive way of organizing your thoughts around that behavior
- To *reframe* is to give someone the benefit of the doubt and to put the most positive frame you can think of around their behaviors
- Reframes are powerful, not because they change the other person, but because they have such a positive impact on the relationship dynamic

Examples...



The stereotypes of Boomers:

Silent, Traditionalists say...

“They are self-absorbed” “They talk about things they ought to keep private...like intimate details of their personal lives”

Gen Xers say...

“They are self-righteous.” “They are workaholics.” “They do a great job of talking the talk, but they don’t walk the walk.”

Gen Yers say...

“They’re cool. They are up to date on the music we like.” “They work too much.”

Understanding Boomers:

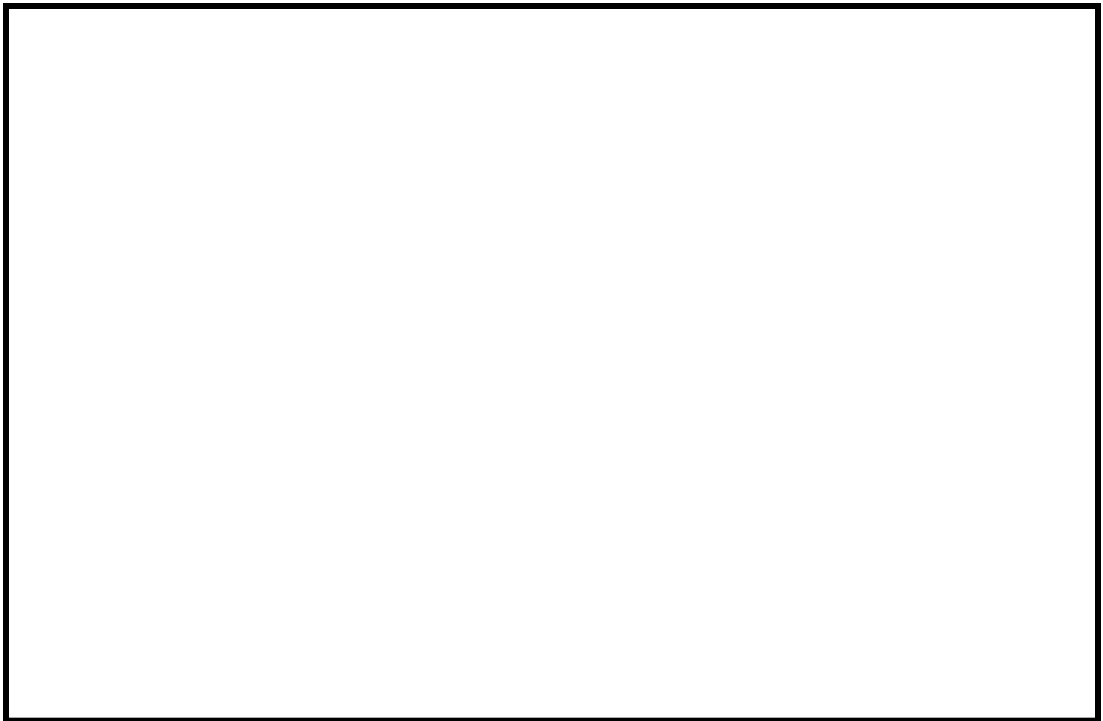
- 80 million strong
- Competitive
- Rebelling against established social norms of Silent’s
- Job security is to work harder than the competition
- Work = worth
- Optimism
- Team orientation (think basketball)
- Democratic work environments
- Involvement and Service Orientation
- Personal Growth

Examples...

Acceptance of Boomers:



Reframing Boomers:



Examples...



The stereotypes of Gen X:

Silent, Traditionalists say...

“They don’t respect experience.” “They don’t follow procedures.”

“They don’t know what hard work is.”

Boomers say...

“They are slackers.” “They are rude and lack social skills.” “They are always doing things ‘their own way’.” “They spend too much time on the Internet and e-mail.”

Gen Yers say...

“Cheer up already!”

Understanding Gen X:

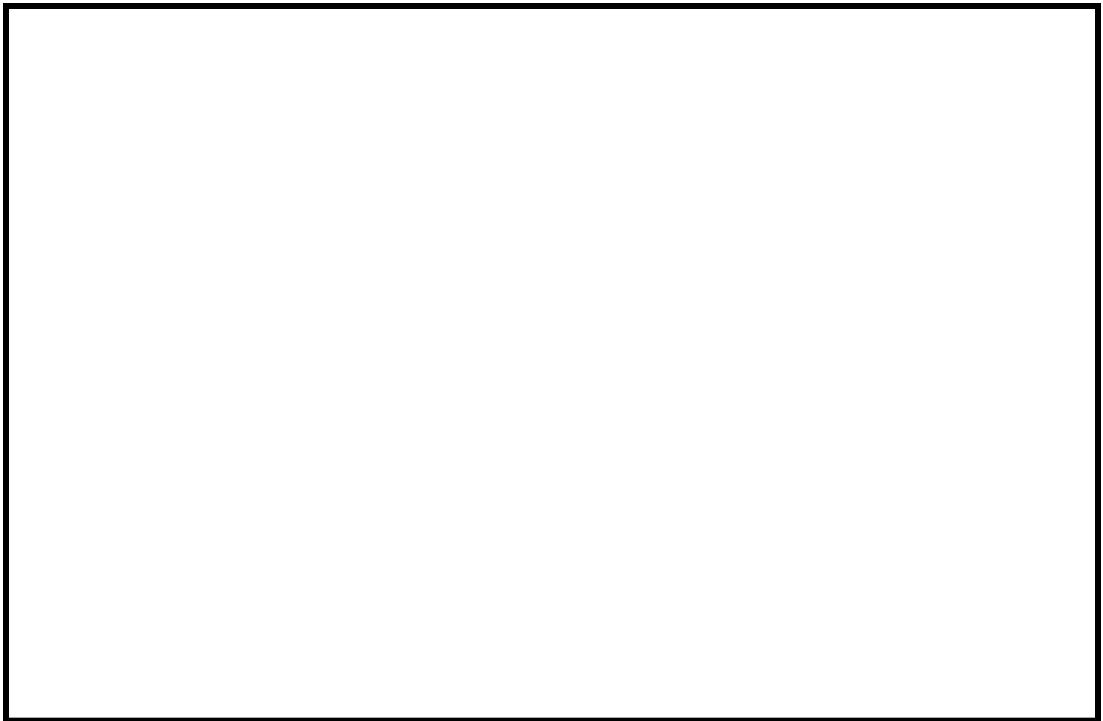
- Latchkey Kids
- Self-reliant and Pragmatic
- Pink Slips and Corporate Downsizing
- Rebelling against work/life imbalance of the Boomers
- Work smarter not harder
- Technoliteracy is the answer
- Approach to authority is casual
- Do not care for politics in the workplace
- Change experts
- Reject boomer team experience (think X-treme sports)
- “Friends”
- Work/Life Balance

Examples...

Acceptance of Gen X:



Reframing Gen X:



Examples...



The stereotypes of Gen Y:

Silent, Traditionalists say...

“They have good manners.” “They’re smart little critters.” “They watch too much TV...with crude language and violence.”

Boomers say...

“They act entitled and have unrealistic expectations.” “They can set the time on the DVD/VCR.” “They are impatient.” “They need to learn to entertain themselves; they need too much attention.”

Gen Xers say...

“Here we go again...another self-absorbed generation of spoiled brats.”

Understanding Gen Y:

- Entitlement is learned
- Grew up in the age of “Helicopter Parenting”
- Genuinely assertive
- High Self-esteem
- Achievement, goal orientation – in all aspects of life
- Rebelling against the complacency of the Gen Xers
- No expectation of lifetime employment
- Sense of “immediacy”
- Civic Duty
- They are ready to change the world for the better...
- ... and they have the numbers to do it
- Diverse and inclusive as team players
- Collaborative high energy teams (think New England Patriots)

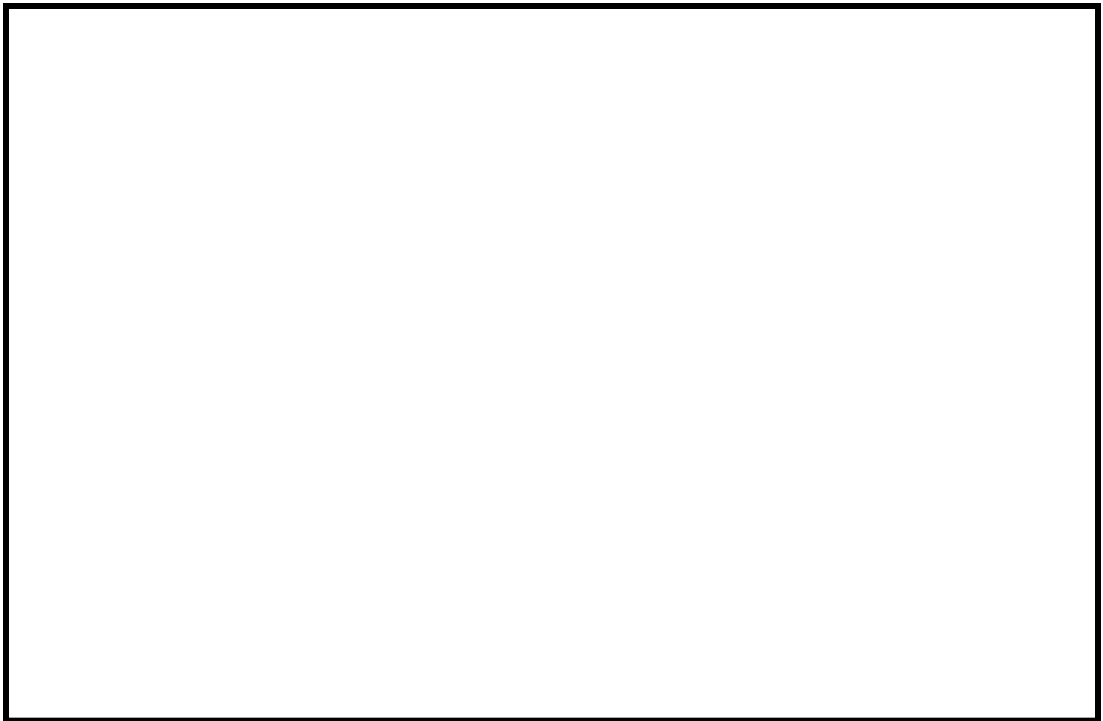
Examples...



Acceptance of Gen Y:



Reframing Gen Y:





VII. Generation Gaps and Generation Links:

1. What generation do you identify with the most?

2. Generation Gaps:

How is your generation different than other generations which you have encountered in the workplace?

How do you feel mis-understood by other generations?

3. Generation Links:

What can you learn from other generations?

What can other generations learn from you?

What "gifts" does your generation bring "to the table" for the success your organization?

Why does a "Boomer" need to work with an "X-er" or a "Y-er"?

4. Heroes:

Who were the heroes of your organization in past generations?

What will the future be like?

VIII. Generational Links

5 Rewards of Work that both Boomers and Gen Y Value

- A sense of adventure, new experiences
- Flexibility – a measure of control over when where and how work gets done
- Creating work that is meaningful, purposeful, and challenging
- The opportunity to work with diverse teams
- The need for a measure of altruism in their work – like volunteering for community service

What about Generation X?

Rewards that work for Generation X

- Compensation
- Maximizing the size of their pay package
- Flexibility
- Trading productivity for \$, not time for \$

Source:
Sylvia Ann Hewlett

IX. Future Trends

- Gen Y's spending power is currently \$ 200 billion
- By 2017, Gen Y is predicted to outspend Boomers
- Gen Y is the most connected generation in the history of the world, and as consumers they believe they have rights to exercise
- This means that Gen Y wants to interact with and influence anything that they consume
- In the workplace you can expect Gen Y to adjust to Boomers and Gen X, but in the market place it is not going to happen
- This means that from a marketing perspective you have to stay in touch with Gen Y based on their expectations in order to compete

Implication

Gen Y is taking over. At some point Gen Y will expect your organization to be transparent, authentic, socially and environmentally responsible, in short, 'Gen Y' friendly or they will go someplace else.

This begs the question:

"What is your plan for making your organization Gen Y friendly?"

Your ability to compete for Gen Y talent is critical to your ability to meet the demands of the Gen Y people whom you serve.

X. Understanding Generation Y

- Believe they are unique and special
- Have no expectation of lifetime employment
- Therefore, believe they should not have to 'pay dues' to get where they want to go
- Consumer attitude – expect instant gratification
- Value lifestyle and friends above work
- Follow what makes them happy, not the money
- Expect work to be meaningful and complimentary to lifestyle
- Desire authentic, long term workplace relationships
- Expect work to be a place where people are nice to one another and treat each other as special
- Willing to give discretionary energy and loyalty to causes they believe in, people they connect with, and work that challenges them
- Authentic with high self-esteem. Genuinely believe that you want to know what they are thinking.

Example...

The indirectness of Boomers:

- Don't ask, don't inconvenience people in authority
- Children should be seen and not heard
- Go outside and play until the streetlights come on
- Oriented toward the product, end result, meeting deadlines
- No news is good news
- "You just don't do that"

The directness of Gen Y:

- Genuinely assertive and authentic
- Children are praised for knowing what they want
- Supervised play
- Oriented toward the process in meeting those goals
- Consistent feedback
- "If I have an idea that I think can benefit someone, I will willingly share it with anyone, no matter who they are – Director, manager, supervisor, etc."

XI. Gen Y Reframes

Gen Y is high maintenance
and *needy*

- They like staying in touch with people on their team
- They respect you, and they like feedback from people they respect
- They don't want to waste time doing the wrong thing
- They like challenges. The biggest challenge in working with this generation is **VISION** – the challenge of coming up with new challenges.