




# Communication Style Preferences

## GENERATION MATTERS

	 <b>Millennials</b> born 1980-2000	 <b>Generation X</b> born 1965-1979	 <b>Baby Boomers</b> born 1946-1964
EMAIL	Neutral	Preferred	Preferred
TEXT	Preferred	Preferred	Don't like
SOCIAL MEDIA	Preferred	Neutral	Don't like
IN PERSON	Don't like	Don't like	Preferred
PHONE CALL	Don't like	Don't like	Preferred
LETTERS	Don't like	Neutral	Neutral

Source: Bea Fields, "A Company Divided: Bridging the Generation Gap at Work Through the Power of Communication," November 2009

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<b>Millennials</b> born 1980-2000	<b>Generation X</b> born 1965-1979	<b>Baby Boomers</b> born 1946-1964
KEY STRATEGIES		
<ul style="list-style-type: none"> <li>• Be quick about it</li> <li>• Be upfront</li> <li>• Be yourself</li> <li>• Offer instant access</li> <li>• Give it away</li> <li>• Go hi-tech</li> </ul>	<ul style="list-style-type: none"> <li>• Just the facts</li> <li>• Full disclosure</li> <li>• Be authentic</li> <li>• Prove it</li> <li>• Peer referrals</li> <li>• Short-term solutions</li> <li>• Online</li> </ul>	<ul style="list-style-type: none"> <li>• Show optimism</li> <li>• Feature brand names</li> <li>• Person-to-person communication</li> <li>• Help them gain control</li> <li>• Provide a sense of teamwork</li> <li>• Offer customized solutions</li> <li>• Don't make them feel old</li> <li>• Be direct</li> </ul>
BUILDING RELATIONSHIP		
<ul style="list-style-type: none"> <li>• Recognize their individuality</li> <li>• Be a trusted guide</li> <li>• Reputation management</li> <li>• Peer references</li> <li>• Social consciousness</li> <li>• Hi-tech communication</li> <li>• Individualism</li> <li>• Herd mentality</li> <li>• Online presence</li> </ul>	<ul style="list-style-type: none"> <li>• Time is money</li> <li>• Options</li> <li>• Plan B</li> <li>• Involvement</li> <li>• Efficient communication</li> <li>• Educate them</li> </ul>	<ul style="list-style-type: none"> <li>• Show your work</li> <li>• Court them</li> <li>• Trophies</li> <li>• Appropriate technology</li> <li>• Influenced by their children</li> <li>• Flatter and praise</li> <li>• Vision</li> </ul>

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