BETTER BUSINESS: Generational Awareness



Key Takeaways:

– Understanding general characteristics about different generations
– Learning about important events that took place while generations entered their formative years
– Improving communications and relations between generations
– Decrease stigma between generations

Course Description

We all know the stereotypes of the generations of our society. They have many different names, such as Traditionalists, Baby Boomers, Generation X, Millennials, Generation Z. Many of us disagree on what periods of time determine which generation you are, perhaps most notably is the disagreeance on the cut-off for being a Millennial. Nonetheless, generations more now than ever are a significant part of the workplace. Age diversity is significant with many putting off retirement and others rising the ranks quickly. Sometimes, this can lead to stigma between coworkers. One may have an inept skill with technology and the other may prefer to talk face-to-face. Our course was developed with the potential of barriers between generations in mind. The aim of this course is to improve communications and relations between generations in your workplace by teaching you about what makes each generation distinct.

We will first look to the past and see the significant historical events that influenced the formative years of your colleagues, such as the Civil Rights Movement, the AIDS Crisis, Terrorism, the Beatles, MTV, or the birth of social media. The events that happen in our cultures influence our perception of the world, and it is important for you to understand what was significant in your colleagues' lives before you can improve relations with them. After this history lesson, we will explore characteristics that are particularly common for specific generations so that you can take them into account when communicating with others. We do not want to promote discrimination or treating others differently because of when they were born, but rather we want to make you more conscious of how you interact with people accustomed to things like texting or written letters. Our hope with this course is to help you improve relationships within your workplace. Anybody can be young and hip or experienced and wise, and there's nothing wrong with either. Through our implementation of visuals,

quizzes, and addition resources, we want to further improve your capabilities of forming relationships with every generation.