

# Generational Dynamics at Work

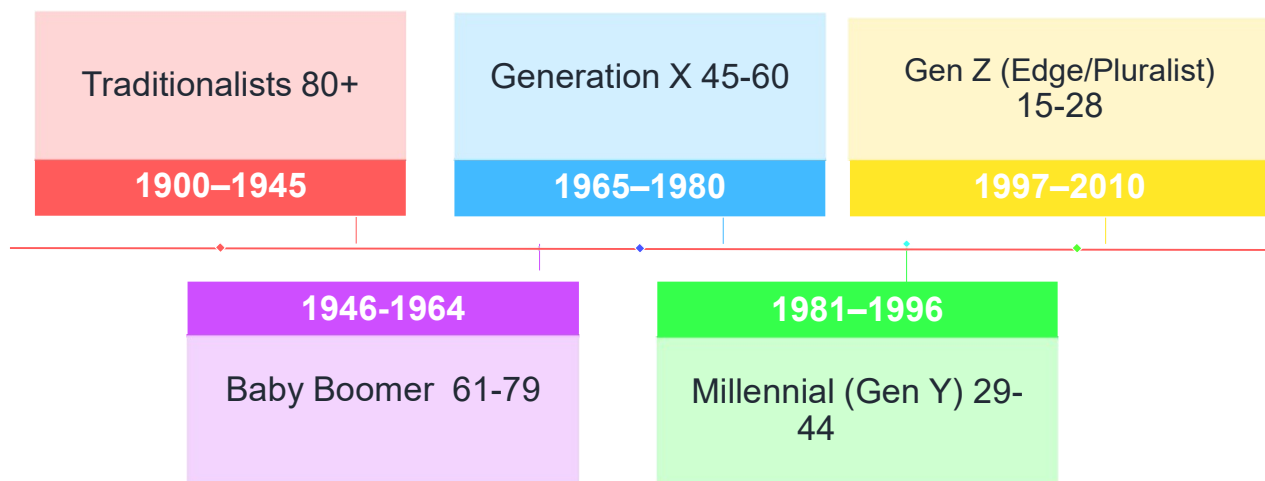
**E×PLORE**  
HEALTHCARE SUMMIT



“Rare photo of a remote control from the 70’s”

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## Generational Diversity



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# A Global View

• Traditionalists	75 Million
• Baby Boomers	80 Million
• Gen X	46 Million
• Millennials	76 Million
• Gen Z	72 Million



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## Generational Education

- Generational Personality
- Formative Years
- Cuspers



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# Traditionalist.... Born: 1900-1945



- 2 World Wars
- Great Depression
- Pearl Harbor
- Bread Lines
- Sacrifice
- Loyalty
- Honest days work for honest days pay
- Fear of another Great Depression

Greatest Invention.....



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# Baby Boomers.... Born: 1946-1964



- JFK
- Vietnam War
- Civil Rights Movement
- TV
- Competitive
- Work Ethic
- Optimistic
- Don't retire like previous generations

Greatest Invention.....



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# Gen X....

# Born: 1965-1980



- Corporate Layoffs
- Challenger Explosion
- Numerous Inventions
- Child Abuse Scandals
- Milk box Pictures
- Independent
- Resourceful
- Skeptical
- Casual

Greatest Invention.....



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# Millennials.... Born: 1981-1996



- Oklahoma City Bombing
- 9/11
- The Internet
- Cell Phones
- They want to make a difference
- Need Freedom
- Confident
- Appreciate Diversity

Greatest Invention.....



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# Gen Z.... Born: 1997-2010



- iPhone
- Multiple natural disasters
- COVID-19 Pandemic
- Same sex couples can legally marry
- Value Diversity and Inclusion
- Independent
- Technology Gurus
- Politically Active
- Mental Health

Greatest Invention.....



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## Healthcare through the Generations

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From House Calls/In-person visits to Telemedicine

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From Paper Records to Electronic Health Records

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From Annual Physicals to Wearable Tech and Real-time Monitoring

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From One-Size-Fits-All to Personalized Medicine

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From Reactive to Proactive Mental Health Support

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From Emergency-Only to Preventative & Chronic Disease Management

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From Manual Claims to Real-Time Benefits Navigation



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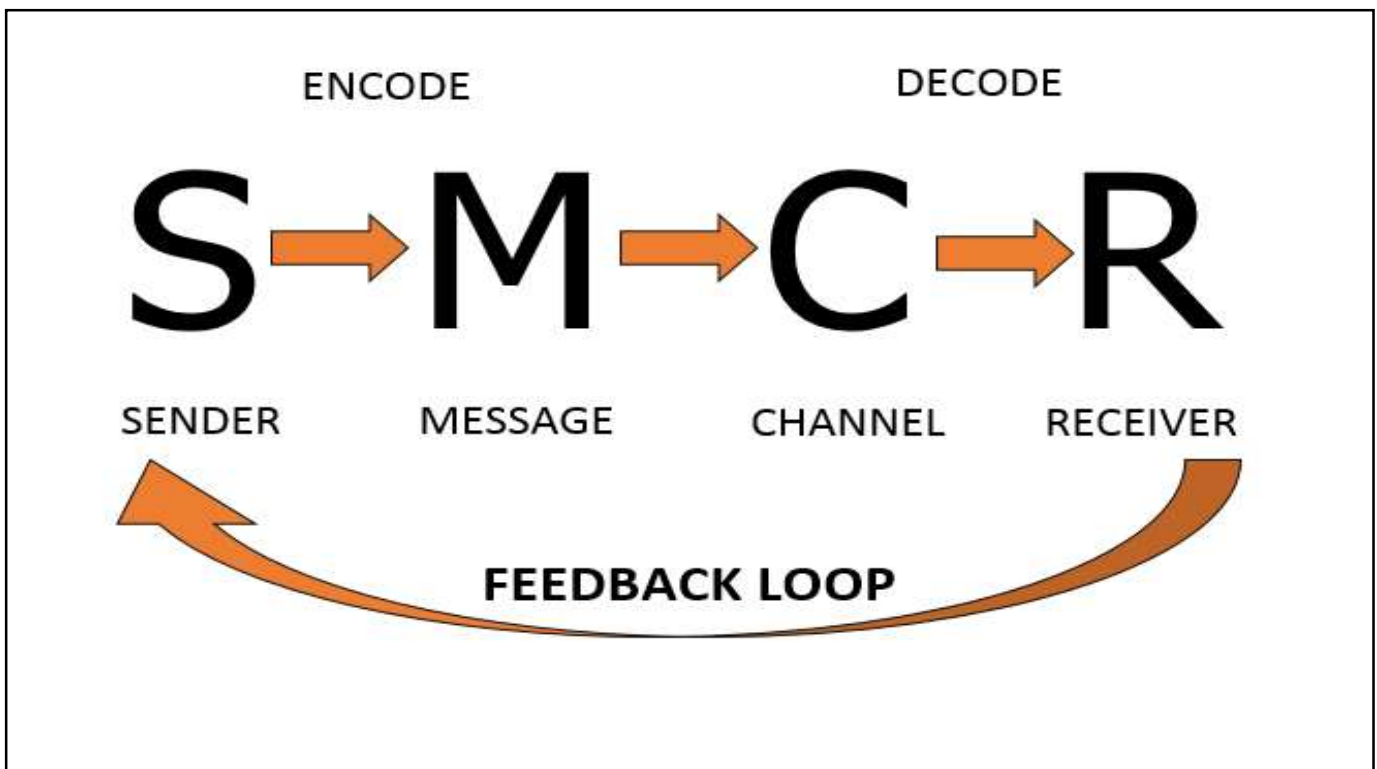
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# The Goal of Effective Communication..

Is for the message to mean the same thing to the receiver as it does to the sender.

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*Tactics for Better Communication between*

## Cross-Generational Teams

### Offer Training

Provide workshops on generational differences to enhance understanding and empathy.

### Focus on Trust

Provide opportunities for teams to connect and reinforce the importance of trust among team members.

### Communicate Effectively

Remember that you are encoding a message that may be decoded by someone from a different generation. Communicate effectively with this in mind.

### Celebrate Diversity

Acknowledge and appreciate the unique strengths each generation brings to the table

### Learn from Each Other

Older & Younger employees can mentor each other in different ways (e.g. being organizationally vs. technologically savvy)



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### Last Thought:

**Age diversity is an organizational asset.**

Progressive leaders need to be creative and deliberate in how they integrate and develop their teams, market to their customers and care for their patients.



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**Questions?**

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**Let's Stay Connected!**

Generational & Team Consulting  
Positive Intelligence Coaching  
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**THANK YOU**



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