

FIVE PRACTICAL PILLARS

THEY'RE NOT MAGIC, THEY'RE A BLUEPRINT

COMMUNICATION FLEXIBILITY

DIFFERENT GENERATIONS PROCESS COMMUNICATION IN DIFFERENT WAYS.

- **BOOMERS AND GEN X:** OFTEN PREFER EMAILS, PHONE CALLS, OR FACE-TO-FACE CONVERSATIONS.
- **MILLENNIALS:** THRIVE ON COLLABORATION TOOLS LIKE SLACK OR TEAMS.
- **GEN Z AND SOON GEN ALPHA:** LIVE IN SHORT-FORM, INSTANT COMMUNICATION—DMS, QUICK VOICE NOTES, EMOJIS.

REVERSE MENTORSHIP

WE'RE USED TO SENIOR STAFF MENTORING JUNIOR STAFF, BUT WHAT ABOUT THE OTHER WAY AROUND?

- **GEN Z:** CAN SHARE INSIGHTS ON AI TOOLS, TIKTOK RECRUITING STRATEGIES, OR DIGITAL-FIRST BRANDING.
- **BOOMERS AND GEN X:** CAN COACH ON LEADERSHIP, CRISIS MANAGEMENT, AND RELATIONSHIP-BUILDING.

PERSONALIZED BENEFITS

ONE-SIZE-FITS-ALL BENEFITS DON'T WORK ANYMORE. EACH GENERATION IS MOTIVATED BY DIFFERENT PRIORITIES.

- **BOOMERS:** VALUE RETIREMENT PLANS AND FINANCIAL SECURITY.
- **GEN X:** WANTS HEALTH COVERAGE THAT EXTENDS TO FAMILIES.
- **MILLENNIALS:** OFTEN PRIORITIZE WELLNESS PROGRAMS, MENTAL HEALTH DAYS, AND REMOTE FLEXIBILITY.
- **GEN Z:** EXPERIENCE STUDENT TO ADULT TRANSITION DEVELOPMENT STIPENDS, OR FLEXIBLE WORK SETUPS.

CAREER PATH TRANSPARENCY

MILLENNIALS AND GEN Z IN PARTICULAR WANT TO SEE WHERE THEIR CAREERS ARE HEADED.

THEY'RE NOT CONTENT WITH "WORK HARD AND YOU'LL GET THERE SOMEDAY."

THEY WANT TO UNDERSTAND THE LADDER—OR EVEN THE LATTICE—OF OPPORTUNITY.

INCLUSIVE DECISION-MAKING

GENERATIONAL GAPS SHRINK WHEN PEOPLE SOLVE PROBLEMS TOGETHER.

CREATING CROSS-GENERATIONAL PROJECT TEAMS ALLOWS BOOMERS, GEN X, MILLENNIALS, AND GEN Z TO LEARN FROM EACH OTHER INSTEAD OF MAKING ASSUMPTIONS ABOUT EACH OTHER.