




Lesson 4 – Generation Management – Part II

1. Connect to your network circle (practice of lesson 3), the **Generations**  **you encounter in your network**, and **what tools** you use to communicate with them

Different type of generations we have in our society.

- The Protest Generation (Baby Boomers); those born between 1940-1955. Described as the hard-working generation (they had to rebuild the world after World War II), loyal, faithful and convinced that 'hard work provides prosperity.'
- Generation X; born between 1955-1970. The bridge builders, they play an essential role in connecting the different generations and in helping them understand each other. They are excellent listeners and strategists.
- The Pragmatic Generation born between 1970-1985. They are described as pragmatic, impatient people, who need to move on and who are not willing to have endless meetings and discussion. They learn while practising and are secure in building knowledge networks.
- The Screensavers (also known as Generation Y or Millennial); born between 1985-2000, they reached young adulthood in the early 21st century; brought up with the internet, mobile phones, msn, chat, text. Open, enthusiastic, quickly bored, jump from one thing to another, need authenticity, honest feedback and want to have fun in their lives.
- Then the last generation, born after 2000, or some consider it from 1995, personally I find from 2000 more justified, cause it really represents a new era, are called the generation Z or N (Network generation according to Peter Hinssen) or Millennial 2.

Why is it important to understand? Because you continuously need to realise who is the person you are approaching.

Understanding what age/personality you deal with, and what tools they use, will help you quickly find out how to communicate.

Generation shifts - Peter Hinssen about the Generation N (Network)

<https://www.youtube.com/watch?v=RyvCu4j1Ruo>

Networks in businesses

<https://www.youtube.com/watch?v=NBA8EIDf1sI&t=32s>

<https://www.youtube.com/watch?v=id7pLwvkavI>

Generation Z

[https://www2.deloitte.com/global/en/pages/about-](https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennial-survey-generation-z-welcomed.html?lrs=1417c027-36a8-4af6-85e5-ab8f88c455aa&id=wl:2sm:3li:4elevate:5awa:6oth:employee=48475)

[deloitte/articles/millennial-survey-generation-z-](https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennial-survey-generation-z-welcomed.html?lrs=1417c027-36a8-4af6-85e5-ab8f88c455aa&id=wl:2sm:3li:4elevate:5awa:6oth:employee=48475)

[welcomed.html?lrs=1417c027-36a8-4af6-85e5-](https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennial-survey-generation-z-welcomed.html?lrs=1417c027-36a8-4af6-85e5-ab8f88c455aa&id=wl:2sm:3li:4elevate:5awa:6oth:employee=48475)

[ab8f88c455aa&id=wl:2sm:3li:4elevate:5awa:6oth:employee=48475](https://www2.deloitte.com/global/en/pages/about-deloitte/articles/millennial-survey-generation-z-welcomed.html?lrs=1417c027-36a8-4af6-85e5-ab8f88c455aa&id=wl:2sm:3li:4elevate:5awa:6oth:employee=48475)

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