

# COMMUNICATING WITH A MULTI-GENERATIONAL BOARD & HOA

Connie Lorenz, President  
Asphalt Restoration  
Technology Systems, Inc.  
a.k.a. The AsphaltChick!

# THE GENERATIONS

The Greatest Generation – 1901 – 1924 (97 – 120)

Traditionalists – 1925 – 1945 (76 – 96)

Baby Boomers – 1946 – 1964 (57 – 75)

Generation X – 1965 – 1981 (40 – 56)

Millennials – 1982 – 2000 (21 - 39)

IGEN Z – 2001 – 2015 (7 – 21)

Generation Alpha – 2016 – Present (0 – 6)

## DEFINING EVENTS

World War I & II  
The Great Depression  
Rationing  
Defined Gender Roles  
The Red Scare

## WORK ETHICS

Disciplined and Loyal

## LEADERSHIP STYLE

Direct/Command & Control

## FINANCE

Put it away and Pay Cash!

## COMMUNICATION

Formal Written  
In Person Meetings  
No news is good news  
attitude.

## OUTLOOK

Practical  
“I won't be around to  
reap the benefits  
attitude.”



***The Greatest Generation/The Traditionalists – 1901 – 1945***

***(97 – 120)***

***(76 – 96)***

## DEFINING EVENTS

JFK Assassination  
Civil/Women's Rights  
Vietnam  
Hippies and Woodstock  
Sexual Revolution  
Moon Landing  
Watergate.

## COMMUNICATION

Team Player/Loves Meetings  
Likes to be recognized for their efforts and know they are needed and valued.

## OUTLOOK

Optimistic

## WORK ETHICS

Experimental, Innovative and Hard Working

## LEADERSHIP STYLE

Consensual/Collegial

## FINANCE

Buy Now, Pay Later!



**Baby Boomers – 1946 – 1964 (57 – 75)**

## DEFINING EVENTS

Challenger Exploded  
Berlin Wall  
Divorce  
MTV & Latchkey Kids  
Internet and Cell Phones,  
First Apple Macintosh Computer  
AIDS  
Live Aid

## COMMUNICATION

Direct/Immediate, Email or text, in face if their time allows for it. Like constant reassurance and team efforts.



## OUTLOOK

Skeptical

## WORK ETHICS

Entrepreneur, Independent Free Agents  
Work/Life Balance

**LEADERSHIP STYLE** Everyone is the same/Ask Why/Challenge Others

## FINANCE

Cautious, Conservative SAVE SAVE SAVE!

**Generation X – 1965 – 1981- (40 – 56)**

## DEFINING EVENTS

9/11 Attacks

2008 Great Recession

Terrorism and Technology

Global Warming

Wiki-Leaks

Energy Crisis and Global Focus

Smartphones

Isis

Does not know a time before the internet and most of their lives are documented on line.

## COMMUNICATION

First generation to communicate mostly via Email/Voice Mail/Text

Face to face if a must

Wants what they want when they want it. Wants work to be meaningful. Participative

## WORK ETHICS

Confident and Diversified – A means to an end.

## OUTLOOK

Hopeful

**LEADERSHIP STYLE** The Young Leaders

## FINANCE

Earn to Spend



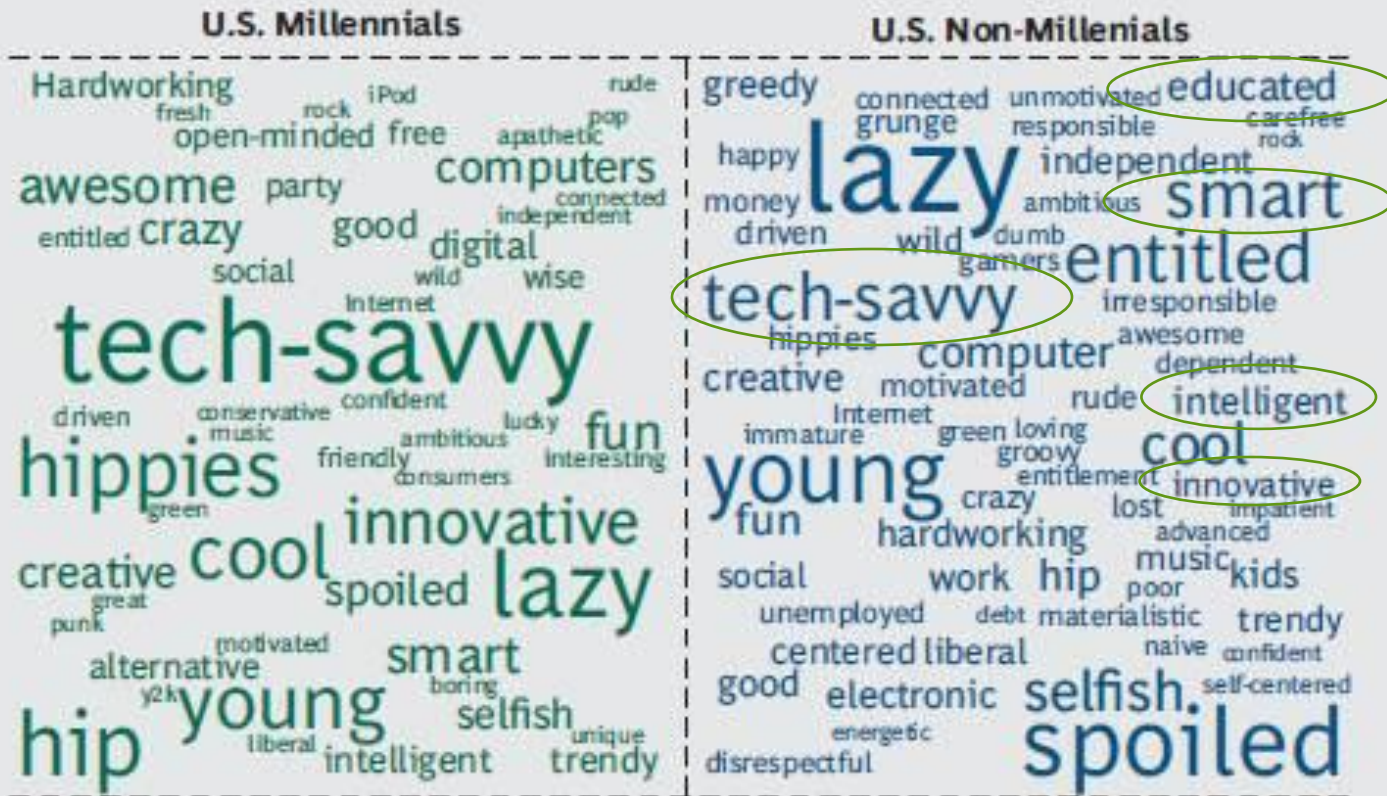
**Millennials – 1982 – 2000 (GEN Y) - (21 - 39)**

**1998:**  
**"Don't get in car with  
strangers"**

**2008:**  
**"Don't meet people from the  
internet alone."**

**2022**  
**UBER..**  
**Order yourself a stranger  
from the internet to get into  
a car with alone.**

## EXHIBIT 2 | U.S. Millennials View Themselves More Positively Than Non-Millennials Do





## DEFINING EVENTS

Aftermath 9/11 Attacks

Y2K

School Shootings

Social Media

Reality TV

First generation to have both parents in the work force and think that On-Line Dating was the normal way to meet people.

Watched the rise of Google, Amazon and Facebook



## COMMUNICATION

On Line/Social Media/Blasts  
Keep it simple. Solutions will be digitally sourced for mass opinion.  
INTERACT – Do They?

## WORK ETHICS

High Expectations but consistently evolving

**LEADERSHIP STYLE** Multitaskers, media influenced but TBD

## FINANCE

Cautious, Conservative SAVE SAVE SAVE!

## OUTLOOK

Hopeless

# COMMUNICATION PREFERENCES

**Traditionalists** – Formal Letter – Face to Face Meetings

**Baby Boomers** – Telephone, Email or Face to Face

**Generation X** – Email, Text, Eblast, Face to Face if they have time

**Generation Y** – Text or Social Media, Online and Mobile

**Generation Z** – Any handheld communication device, Facetime  
and they will source out for their opinion and get back to you.

**BUT.....then we had a.....**



**New Normal Communication**

WILLKOMMEN  
欢迎 स्वागत  
BIENVENIDA  
**WELCOME**  
BIENVENUE ようこそ  
добро пожаловать  
ترحيب BEM-VINDO



**What Prevents Proper Communication?**

**Board Meetings**  
**Open Forums**  
**Zoom/Microsoft Teams Meetings**  
**Parking Lot Parties**  
**Snail Mail**  
**Social Media**  
**Text Messaging**  
**Instagram**  
**Web Page**  
**Flyers**  
**Posters**  
**Door Notices**  
**Contests**



Contests and Engagement

## Communication per generation:

Old School – Give me ALL the details in writing, twice, and I'll let you know what I like and don't like about it and tell you how we used to do it!

Baby Boomers – They want paperwork but keep it straight and to the point. They want all the information once but any rules or regulations better be enforced.

Generation X – Bullet Points with some explanation is fine thank you. Facebook

Generation Y – Why do we have to do this now and why do you think I care. Instagram/Social Media/Text Blasts, “Send me the link!”

Generation Z – Whatever, not my problem, life is about living and that's not my idea of living. Peace out! Tell their parents!

**Direct don't suggest!** - A lot of people aren't as familiar with the rules and regulations of your community....yet!

**Speak clear and concise.** – Remember, something that you might have done for years is new to someone else.

**Tell us the time, don't build us the clock!** – Make sure that you state just the facts. Some of the generations get lost with too much information.

**To engage with the generations:**

***The Greatest Generation/The Traditionalists – 1901 – 1945***

*They believe in the importance of team work and group power.*

***Baby Boomers – 1946 – 1964***

*Believe in “get it done” and “whatever it takes” with hands on.*

***Generation X – 1965 – 1981***

*Get straight the point and be reliable at all costs.*

***Millennials – 1982 – 2000***

*Outline what you need from them and show an interest in them personally.*

***IGEN – 2001 – 2016 and beyond***

*Call their parents.*



## SUGGESTED READING:

“Generational Insights” – Practical Solutions for Understanding and Engaging A Generationally Disconnected Workforce by Cam Marston

“Motivating The “What’s In It For Me?” Workforce” – Manage Across the Generational Divide and Increase Profits by Cam Martson

\*\*BCG Analysis of Millennials View of Themselves