



## **Managing a Multi-Generational Business**

### **Course Description & Learning Objectives**

For the first time in modern history, 4 generations — Traditionalists, Baby Boomers, Generation X, and Millennials — are working side by side and presenting new challenges for managers and their employees in the workplace. A definite lack of awareness exists among these four distinct generations. Typically, those of each generation feel they know best, better than those who came earlier, and certainly much better than the new kids on the block. This leads to management challenges and productivity issues.

But whether this multi-generational workplace feels happy and productive or challenging and stressful is, in large part, up to you: the boss. How should you relate to agents and employees of different age groups? How do you motivate someone much older or much younger than you? And finally: what can you do to encourage agents and employees of different generations to share their knowledge?

It is important to understand where each generation is coming from: When they were born, what factors influenced them growing up, what they value and what motivates them. But don't make the mistake of thinking people are just their "generation." Each group has its own distinct characteristics, values, and attitudes toward work, based on its generation's life experiences. At first, the challenges of understanding how those from other generations think can be an obstacle that creates conflict and miscommunication. However, with a little discussion and understanding, organizations can capitalize on the value each group brings to the office.

This Course will help you bridge the generational gaps, building awareness that will lead to better hires, happier employees, stronger teams, and a healthier office / company. It helps participants understand what makes each generation unique, and how each adds its own perspective and value to the workplace.

At the conclusion of the Course, participants should be able to:

- Define the four generations and how they see the world—Traditionalists, Baby Boomers, Generation X, and Millennials
- Address motivational issues by understanding the 4 generations more thoroughly
- Decrease negative judgments and generational stereotyping
- Improve decision-making by practicing real world critical incident scenarios
- Acquire an overall appreciation for generational differences
- Discover why good cross-generational management matters and how to head off conflict between generations
- Recognize favored communication styles and effective learning styles for each generation
- Discuss the positive attributes that each generation brings to the work environment
- Take a close look at goals, challenges, expectations, and motivating factors



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## Managing a Multi-Generational Business

1-Day Course | \$50 per student royalty

# PROGRAM AGENDA

This suggested agenda is based on an 8:30 am – 5:00 pm class schedule.

- Introduction / Course Overview & Learning Objectives ..... 8:30 am – 8:45 am
- Pre-Assessment Exercise ..... 8:45 am – 8:50 am
- Module 1: Understanding the Generations ..... 8:50 am – 10:05 am
- **BREAK** ..... 10:05 am – 10:20 am
- Module 2: Reinventing Your Business Culture for Multi-Generations ..... 10:20 am – 11:20 am
- Module 3: Generational Recruiting Strategies ..... 11:20 am – 12:20 pm
- **LUNCH** ..... 12:20 am – 1:20 pm
- Module 3 – continued with Exercise ..... 1:20 – 1:45 pm
- Module 4: Onboarding & Training the Generations ..... 1:45 pm – 2:25 pm
- **BREAK** ..... 2:25 pm – 2:40 pm
- Module 5: Coaching, Managing & Feedback ..... 2:40 pm – 3:35 pm
- Module 6: When Generations Collide ..... 3:35 pm – 4:25 pm
- Review, Post-Assessment ..... 4:25 pm – 4:40 pm
- Course Evaluation & Exam (optional) ..... 4:40 pm – 5:00 pm

# PROGRAM DELIVERY SEQUENCE

<b>Program Overview</b> .....	<b>:15</b>
▪ Welcome & Expectations .....	:05
▪ CRB Designation Overview .....	:05
▪ Introduction to Course & Learning Objectives .....	:05
<b>Pre-Assessment Exercise</b> .....	<b>:5</b>
<b>Module 1: Understanding the Generations</b> .....	<b>1:15</b>
▪ What Shaped You? .....	Lecture / Discussion
▪ Benefits of Understanding Generational Differences.....	Lecture / Discussion
▪ Generations at a Glance .....	Lecture / Discussion
▪ Unique Qualities & Characteristics.....	Lecture / Discussion
▪ The Way They See the World.....	Lecture / Discussion
▪ The Generations in the Workplace.....	Lecture / Discussion
▪ Your Company/Office in the Generational Spectrum.....	Lecture / Discussion
▪ The Number of People in the American Labor Force by Generation .....	Lecture / Discussion
▪ Best Work Traits .....	Lecture / Discussion
▪ Work Styles .....	Lecture / Discussion
▪ Clash Points Around Careers.....	Lecture / Discussion
▪ Unique Workplace Characteristics .....	Lecture / Discussion
▪ Liabilities.....	Lecture / Discussion
▪ Workplace Values.....	Lecture / Discussion
▪ What the Other Generations Say .....	Lecture / Discussion
○ About the Traditionalists (Seniors).....	Lecture / Discussion
○ About the Boomers.....	Lecture / Discussion
○ About Gen X.....	Lecture / Discussion
○ About the Millennials (Gen Y).....	Lecture / Discussion
○ About Gen Z.....	Lecture / Discussion
<b>Module 2: Reinventing Your Business Culture for Multi-Generations</b> .....	<b>1:00</b>
▪ Perceptions of Your Office / Team .....	Lecture / Discussion
▪ Importance of Having a Generational Mix .....	Lecture / Discussion
▪ Management Tips .....	Lecture / Discussion
▪ How Will You Diversify Your Mix? .....	Lecture / Discussion
▪ Company/Office Self-Analysis.....	Lecture / Discussion
▪ Cultural Diversity Demographic.....	Lecture / Discussion

## Program Delivery Sequence - continued

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### Module 2 - Continued

- Physical & Virtual Office.....Lecture / Discussion
- Each Generational Views 'Office' Differently .....Lecture / Discussion
- Workspace Needs by Generation .....Lecture / Discussion
- Office Layouts Embracing Multi-Generations .....Lecture / Discussion
- Getting Started.....Lecture / Discussion
- Sample Worksheet for a Business/Implementation Plan .....Lecture / Discussion
- CRB Elective Course: Building a Business Plan that Gets Results .....Lecture / Discussion

### Module 3: Generational Recruiting Strategies.....1:25

- Recruiting to Fill the Void .....Lecture / Discussion
- Recruiting Strategies.....Lecture / Discussion
  - Traditionalists/Seniors
  - Baby Boomers
  - Gen X
  - Millennials/Gen Y
  - Gen Z
- The 7 Hidden Reasons People Leave.....Lecture / Discussion
- **Exercise: Generational Recruiting Questions** .....**Exercise & Discussion**
- CRB Elective Course: Recruiting for Success .....Lecture / Discussion

### Module 4: Onboarding & Training the Generations .....:40

- A System for Success.....Lecture / Discussion
- Components of a Multi-Generational Onboarding System .....Lecture / Discussion
- REBI Program: Accelerate Real Estate Agent Training.....Lecture / Discussion
- SRS Resource: Buyer & Seller Counseling Sessions.....Lecture / Discussion
- Training is Essential to Increase Production .....Lecture / Discussion
- Learning Differences of the Generations.....Lecture / Discussion
- Learning Formats.....Lecture / Discussion
- Advanced Courses to Increase Production .....Lecture / Discussion

### Module 5: Coaching, Managing & Feedback .....:55

- One Size Does Not Fit All .....Lecture / Discussion
- Workplace Motivation.....Lecture / Discussion
- Keys to Providing Effective Feedback.....Lecture / Discussion
- STAR Model for Giving Feedback.....Lecture / Discussion

**Module 5 - Continued**

- Feedback.....Lecture / Discussion
- Three Strategies to Manage By.....Lecture / Discussion
- Recognition.....Lecture / Discussion
- **Exercise: Retention Based on Generational Identifies.....Exercise & Discussion**

**Module 6: When Generations Collide.....:50**

- I'm OK, You're OK ... OK?.....Lecture / Discussion
  - Generational Conflicts.....Lecture / Discussion
  - Managing Conflicts & Dispute Resolutions of the Generations.....Lecture / Discussion
  - Emotional Intelligence.....Lecture / Discussion
  - Conflict Resolution – Normal Course of Business .....Lecture / Discussion
  - The Stages of Resolution.....Lecture / Discussion
  - Generational Conflict Can Be Managed.....Lecture / Discussion
  - **Exercise: Inter-Office Generational Identities.....Exercise & Discussion**
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- **Review & Post-Assessment – Exercise / Discussion..... :15**
  - **Course Evaluation & Optional Exam ..... :20**