Title of the presentation: Generational Differences: Understanding Generations and Implementing effective communication and conflict management strategies

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The purpose of the presentation is to highlight key aspects of each of the generations that are currently represented in higher education and in the workforce. The four generations include: Veterans/Traditionalists, Baby Boomers, Generation X, and Generation Y/Millennials. The goal of the presentation is to not making sweeping generalizations or judgments across the board on how to “handle” a generation. The goal is to have an overall understanding of each generation and to utilize effective communication and conflict strategies that will help us better communicate and manage conflict. This presentation will include an overview of that statistics that show the major impact of the generational differences that will have on the workforce and higher education. This overview will also highlight the work ethic/values, leadership style, communication style, conflict management style, motivation, rewards, and feedback style of each generation. The findings will show that each generation is unique and that there are key strategies that can be implemented to communicate and manage each generation effectively. The key conclusions are that the generational differences are making and will continue to make a huge impact in higher education and the workforce. The implications of this research are widespread and will impact anyone learning, teaching, and working in higher education and in the workplace.