

# COLLABORATIVE COMMUNICATION

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# COLLABORATIVE COMMUNICATION

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- **Buzzwords** – *and what they really mean*
- **The Elements of Communication** – *setting the tone*
- **Barriers to Collaborative Communication** – *what went wrong?*
- **Knowing Your Audience** – *who are you speaking to?*

# COLLABORATIVE COMMUNICATION

## BUZZWORDS

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- **Open** v. *Selective*
- **Honest** v. *Deceitful*
- **Transparent** v. *Enigmatical*
- **Genuine** v. *Dubious*
- **Effective** v. *Unavailing*

# COLLABORATIVE COMMUNICATION

## *THE ELEMENTS OF COMMUNICATION*


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- **Choosing Your Topic** – *prioritize; make it important and worthwhile*
- **Knowing the Subject Matter** – *research is key*
- **Know What You Want** – *what is the perceived outcome?*
- **Make the Best Argument** – *without arguing!*
- **Analyze Your Audience** – *different people...different ideas*

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## *BARRIERS TO COMMUNICATION*

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- **Physical Barriers**
  - **Attitudes**
  - **Language**
  - **Physiological**
  - **Communicative Structure**
  - **Cultural / Generational**
  - **Experience / Education**
  - **Ambiguity**
  - **Information Overload**
  - **Assumptions / Jumping to Conclusions**
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*KNOWING YOUR AUDIENCE*

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- **Generational Differences** – *understanding who you're speaking with!*

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## *GI-GENERATION (1901-1926)*


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- Children of the WWI generation & fighters in WWII & young in the Great Depression...all leading to strong models of teamwork to overcome and progress.
- Their Depression was The Great One; their war was The Big One; their prosperity was the legendary Happy Days.
- Excellent team players.
- Community-minded.
- Strongly interested in personal morality and near-absolute standards of right and wrong.
- Strong sense of personal civic duty, which means they vote.
- Strong loyalty to jobs, groups, schools, etc.
- There was no “retirement” you worked until your died or couldn’t work anymore.
- The labor-union-spawning generation.
- “Use it up, fix it up, make it do, or do without.”
- Avoid debt...save and buy with cash.
- Most of them grew up without modern conveniences like refrigerators, electricity and air conditioning.
- Sometimes called The Greatest Generation.

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*MATURES / SILENT (1927-1945)*

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- Went through their formative years during an era of suffocating conformity, but also during the postwar happiness: Peace! Jobs! Suburbs! Television! Rock 'n Roll! Cars!
  - Korean and Vietnam War generation.
  - The first hopeful drumbeats of civil rights!
  - Pre-feminism women; women stayed home generally to raise children, if they worked it was only certain jobs like teacher, nurse or secretary.
  - Men pledged loyalty to the corporation, once you got a job, you generally kept it for life.
  - The richest, most free-spending retirees in history.
  - Marriage is for life, divorce and having children out of wedlock were not accepted.
  - In grade school, the gravest teacher complaints were about passing notes and chewing gum in class.
  - They are avid readers, especially newspapers.
  - “Retirement” means to sit in a rocking chair and live your final days in peace.
  - The Big-Band/Swing music generation.
  - Strong sense of trans-generational common values and near-absolute truths.
  - Disciplined, self-sacrificing, & cautious.
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## *BABY BOOMERS (1946-1964)*


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- Two sub-sets:
  1. the save-the-world revolutionaries of the '60s and '70s;
  2. the party-hardy career climbers (Yuppies) of the '70s/'80s.
- The “me” generation.
- “Rock and roll” music generation.
- Ushered in the free love and societal “non-violent” protests which triggered violence.
- Self righteous & self-centered.
- Buy it now and use credit.
- The first TV generation.
- Optimistic, driven, team-oriented.
- Tend to be more positive about authority, hierarchal structure and tradition.
- One of the largest generations in history with 77 million people.
- Their aging will change America almost incomprehensibly; they are the first generation to use the word “retirement” to mean being able to enjoy life after the children have left home. Instead of sitting in a rocking chair, they go skydiving, exercise and take up hobbies, which increases their longevity.

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## GEN-XER'S (1965-1980)


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- The “latch-key kids” grew up street-smart but isolated, often with divorced or career-driven parents. Latch-Key came from the house key kids wore around their neck, because they would go home from school to an empty house.
  - Entrepreneurial.
  - Very individualistic.
  - Government and big business mean little to them.
  - Feel misunderstood by other generations
  - Desire a chance to learn, explore and make a contribution
  - Late to marry (after cohabitation) and quick to divorce...many single parents.
  - Into labels and brand names.
  - Want what they want and want it now but struggling to buy, and most are deeply in credit card debt.
  - It has been researched that they may be conversationally shallow because relating consists of shared time watching video movies, instead of previous generations.
  - Survivors as individuals.
  - Cautious, skeptical, unimpressed with authority, self-reliant.
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## GENERATION “Y” / MILLENNIUM (1981-2000)

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- Aka “The 9/11 Generation” “Echo Boomers” America’s next great generation brings a sharp departure from Generation X.
  - They are nurtured by omnipresent parents, optimistic, and focused.
  - Respect authority.
  - Falling crime rates. Falling teen pregnancy rates. But with school safety problems; they have to live with the thought that they could be shot at school, they learned early that the world is not a safe place.
  - They schedule everything.
  - They feel enormous academic pressure.
  - They feel like a generation and have great expectations for themselves.
  - Prefer digital literacy as they grew up in a digital environment. Have never known a world without computers! They get all their information and most of their socialization from the Internet.
  - Prefer to work in teams.
  - With unlimited access to information tend to be assertive with strong views.
  - Envision the world as a 24/7 place; want fast and immediate processing.
  - They do not live to work, they prefer a more relaxed work environment with a lot of hand holding and accolades.
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*GENERATION “Z” / BOOMLETS (2001 - )*

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- What will we (they) be facing next?



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QUESTIONS?