
Uzņēmuma iekšējā komunikācija: paaudžu konteksts

Ginta Krivma

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2019

dienas
business
HUB



T Training




Training Lab – uzņēmums, kas maina ieradumus!

...kopš AD 72-





Millenials

Generation Z

Baby Boomers

...un v̄el

kāpēc?

paaudzes:

dzīvesstils & gaidas

...un – ko darīt?

kuģošana jaunajā pasaulē

Kāpēc?

Pasaules nepārtraukta **transformācija**

attieksmes, normas, gaidas

uzvedība

vēstures notikumi

pārmaiņu temps & **tehnoloģijas**



grew much
for the rest of our lives
to see you again

With love,
Lily and John



Paudzes

Traditionalists * The Veterans 1928-1945

Baby Boomers 1946-1965

Generation X 1966-~1983

Generation Y aka Millenials ~1983~2006

Generation Z ~2006+

Traditionalists 1928-1945 / 91-74

Defined by: Great Depression, WWII, New Deal

Attitudes and Influences: extended families under one roof, clearly defined roles, working from young age, thrifty - save money/pay cash

Values: sacrificing for the common good, organizational loyalty, personal discipline, respect for authority, hard work

Goals: to build a legacy, pave way for next generation

Expectations: stability, respect for experience and loyalty, need support to learn new systems & technologies



- more personal attention
- treating them as individuals making them feel special
- being patient and delivering “high touch over high tech”
- remote assistance tools along with phone support channel
- technologically challenged letting customer service reps drive the support and problem resolution process.

Baby Boomers 1946-1965/ 73-54

Defined by: Women's Movement, Civil Rights Movement, Vietnam

Attitudes and Influences: Relative prosperity, freedom to change and expression; education a birth-right; focus on nuclear family, yet some of the first single-parent households

Values: personal growth, ambition, family, security

Goals: to leave a mark, provide for their family

Expectations: opportunities for personal and professional growth, stability, security



- independent, “can-do” attitude
- like to dig in and overcome obstacles on their own
- work-life values transform into expecting support 24/7 availability and first-call resolution performance
- value their time, be solution-oriented
- be ready to give them all the information they need to make an informed decision

Generation X 1966-1983 / 53-36

Defined by: PC, AIDS, corporate downsizing, end of Cold War

Attitudes and Influences: unrest, skepticism, and anxiety about health, financial, and job safety; two-career households/latchkey generation

Values: independence, adaptability, results

Goals: independence in personal & professional life

Expectations: career growth, opportunities for learning and development, autonomy at work, work-life balance



- providing service through a wide range of support channels
- allow plenty of time to ask questions and gather information they need
- may become lifetime customers
- expect the service to be fast and efficient
- rather receive information and choices in real time than wait for a service rep to call them back

Gen Y * Millennials 1983-2000/ 36-19

Defined by: Internet boom, political scandals, reality TV, economic meltdowns of late-2000s and early 2010s

Attitudes and Influences: self-confidence, self-assurance and sense of entitlement due to enormity of conveniences, youth-positive culture, superior grasp of technology, overstimulation

Values: optimism, confidence, civil-mindedness, innovation, diversity, instant gratification

Goals: to find work that has personal meaning

Expectations: opportunities for creativity, variety of experiences, cultural diversity, service to community



- expect you to serve them where they are, when they want
- customizing your approach to what is relevant to them
- more mobile, internet savvy and selective than any in history
- Encourage them to follow you on social media
- provide real-time support and focus on their needs

Gen Z * Post-Millennials 2001+/ 18-

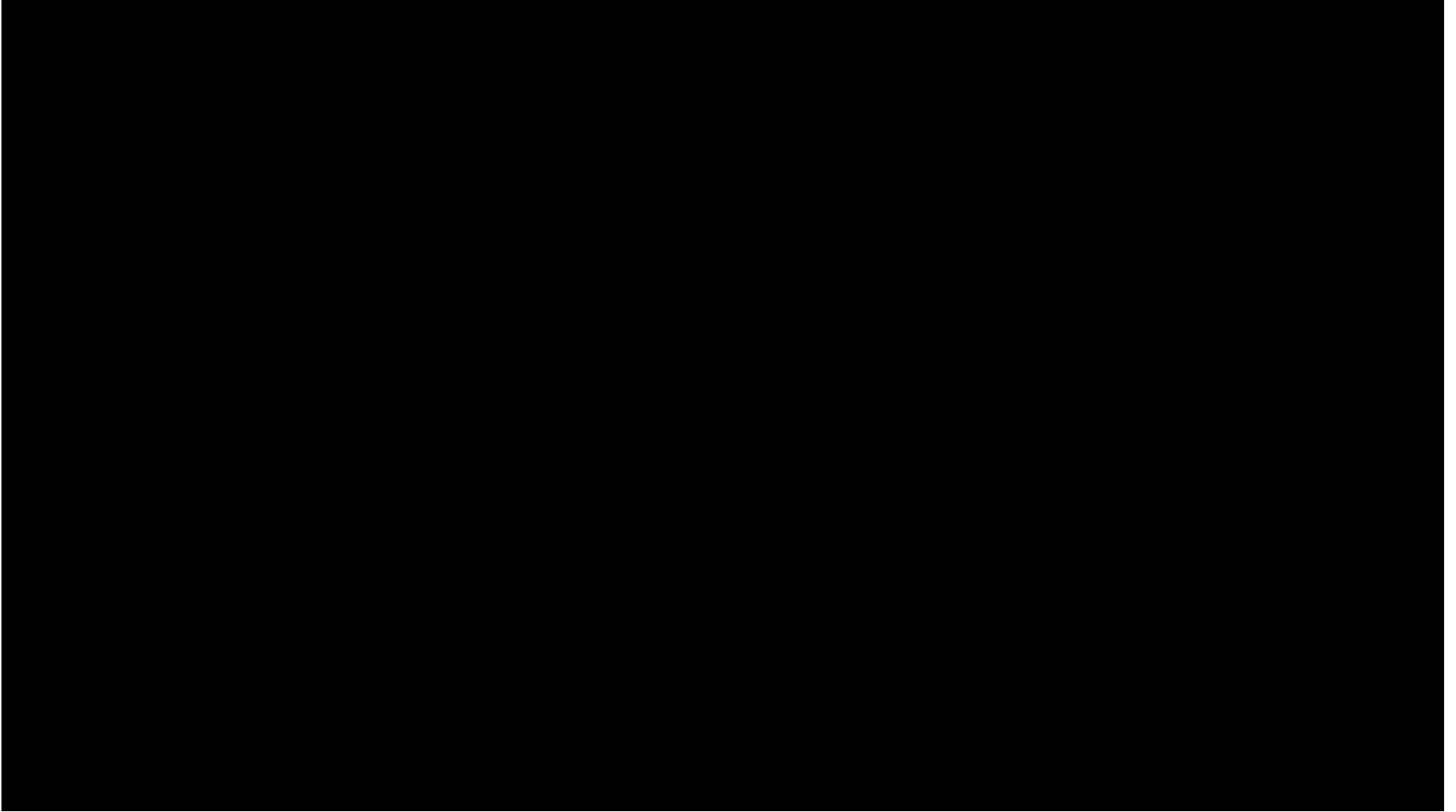
Defined by: proliferation of technological convenience
hyper-security, fear of terrorism

Attitudes and Influences: This dynamic and growing segment of **Digital Natives** is just beginning to join the workforce and so these are still forming.

Values: independence, adaptability, results

Goals: 50% expect to obtain college degree, to maintain independence in personal and professional life

Expectations: ...





...ko darīt?

ATŠKIRĪGI

komunikācijas stili

darba ētika

izpratne par atgriezenisko saiti

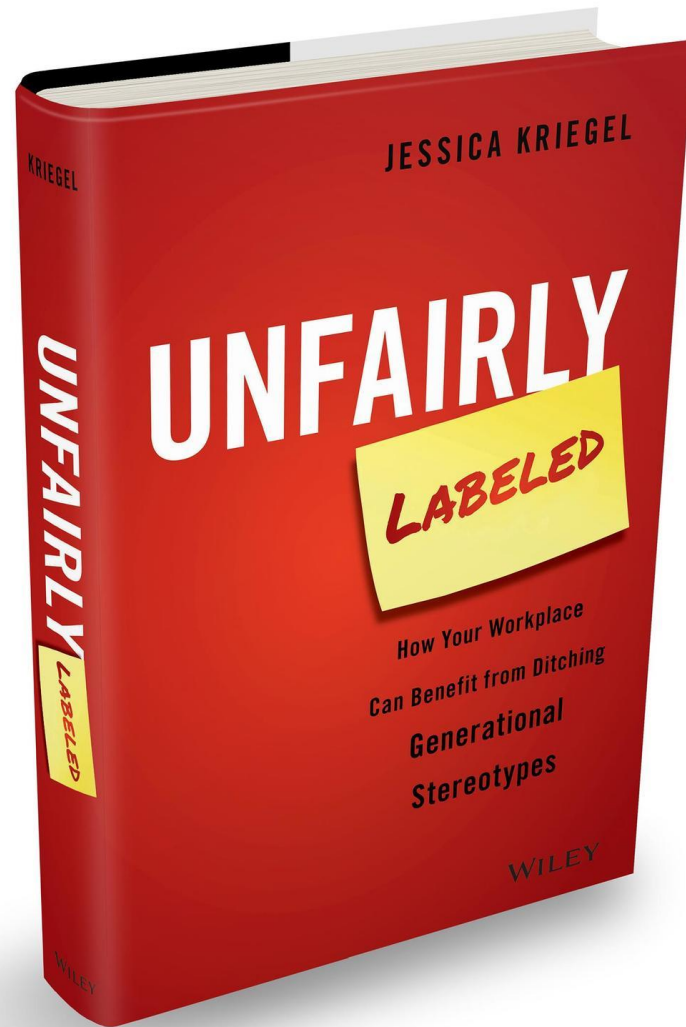
izpratne par darba un dzīves

līdzsvaru

konfliktu risināšanas veidi







JESSICA KRIEDEL

UNFAIRLY

LABELED

How Your Workplace
Can Benefit from Ditching
Generational
Stereotypes

WILEY

KRIEDEL

UNFAIRLY

LABELED

WILEY

VINĪ=MĒS VISI VĒLAMIES

pozitīvismu

vienlīdzīgu attieksmi

labi darīt savu darbu

būt novērtētam

tikt sadzirdētam

iemācīties nepieciešamo

saprast & tikt saprastam

empātiju

5

WAYS TO TEACH YOUR CHILD EMPATHY



EDUCATEEMPOWER.COM

1 REMIND HER THAT EVERYONE HAS A STORY.

WHEN YOUR KIDS COMPLAIN ABOUT A FRIEND'S RUDE OR HURTFUL BEHAVIOR, HELP STEER THEM TOWARD LOOKING PAST THE SURFACE INTO WHY THE PERSON MAY HAVE ACTED THAT WAY. IT CAN BE EASY TO TAKE SOMEONE'S BEHAVIOR TOWARD YOU AT FACE VALUE, BUT SO MANY TIMES, OTHER UNSEEN FACTORS ARE INFLUENTIAL.

2 MEET YOUR CHILD'S EMOTIONAL NEEDS.

IF YOUR CHILDREN ARE SECURE IN GETTING THEIR EMOTIONAL NEEDS MET, THEY WILL BE MORE ABLE TO DEVELOP EMPATHY FOR OTHERS. TALK WITH YOUR KIDS ABOUT THEIR EMOTIONS, THEIR PERSPECTIVES, AND THEIR NEEDS. BE AVAILABLE FOR THEM AND BE DEPENDABLE.

3 ENCOURAGE YOUR CHILD TO FIND THINGS IN COMMON WITH THOSE AROUND HIM.

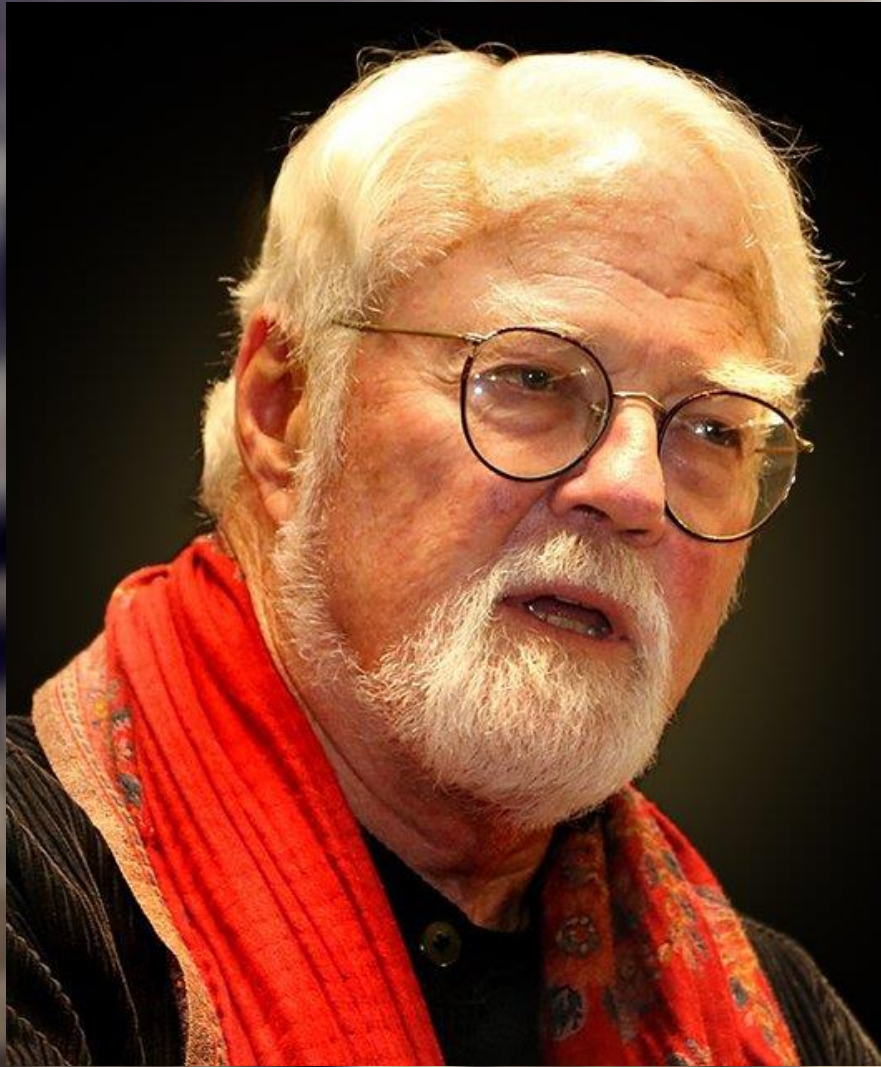
WHEN YOUR CHILDREN SEE THINGS IN COMMON WITH OTHERS, THEY ARE MORE ABLE TO UNDERSTAND AND SYMPATHIZE WITH THEM AND THEIR SITUATIONS. THIS PROCESS MAKES A CHILD SEE OTHERS AS HUMAN BEINGS RATHER THAN ONE-DIMENSIONAL OBJECTS.

4 CALL YOUR CHILD ON HER BAD BEHAVIOR.

IF YOUR CHILDREN DO SOMETHING RUDE OR MEAN TO YOU, CALL THEM ON IT. SETTING LIMITS IN THIS WAY HELPS YOUR CHILDREN UNDERSTAND THE EFFECTS OF THEIR BEHAVIOR ON OTHERS.

5 REMIND HIM THAT THERE ARE MANY DIFFERENT POINTS OF VIEW.

TALK ABOUT HOW EVERYONE'S OPINION DESERVES RESPECT. THEY WILL LEARN TO THINK OUTSIDE THEIR OWN VIEWS AND COMFORT ZONE, WHICH WILL MAKE THEM MORE ABLE TO EMPATHIZE WITH OTHER PEOPLE.



**Don't worry that children
never listen to you;
worry that they are always
watching you.**

— *Robert Fulghum*

Clients do not come first.
Employees come first.
If you take care of your
employees, they will take
care of the clients.

- Richard Branson





...un - tātad?

atpazīsti paaudžu atšķirības *1

izvairies no stereotipiem *2

profesionālie kritēriji *3

dažādo vadības stilu *4

vadība=klientu serviss *5

apvieno stiprās puses *6

IZMANTO ATŠKIRĪGĀ

PRIEKŠROCĪAS *7

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