



Lesson 4 – Generation Management – Part I

1. Practice:

After hearing about generation management, can you think of a recent work and a personal situation that was troublesome

because of different generations?



Generation management - summary

Generation Management = a framework to explain the different type of generations we have in our society and

- How they act
- How they communicate.

Based on **age** and **awareness**

Serving to understand the different groups.

We have 4 different generations working together, and from the year 2020, 5!

Differences determined by:

- the latest 20 years of developments in technology *
- digitalization and the internet
- use of communication tools

Before approaching someone realizes who the person is.

Be interested, before being interesting!

*Update 2023: over the last three years the differences in technology skills between generations are less big as they used to be.