How Generational Biases Hold us Back:

Increasing Cross Generational Communication

Who are We?

Amanda

How I looked the year I got email for the first time

Renee

I mean who

wouldn't want

This perm?

Disclosures

Amanda Stead

Financial - Receives salary from Pacific University

Non-financial- Millennial raised by a Boomer who was raised by members of the Greatest Generation.

Renee Wendel

Financial - Receives salary from Texas State University

Non-financial- Generation X | raised by Boomers, who were raised by members of the Greatest Generation.

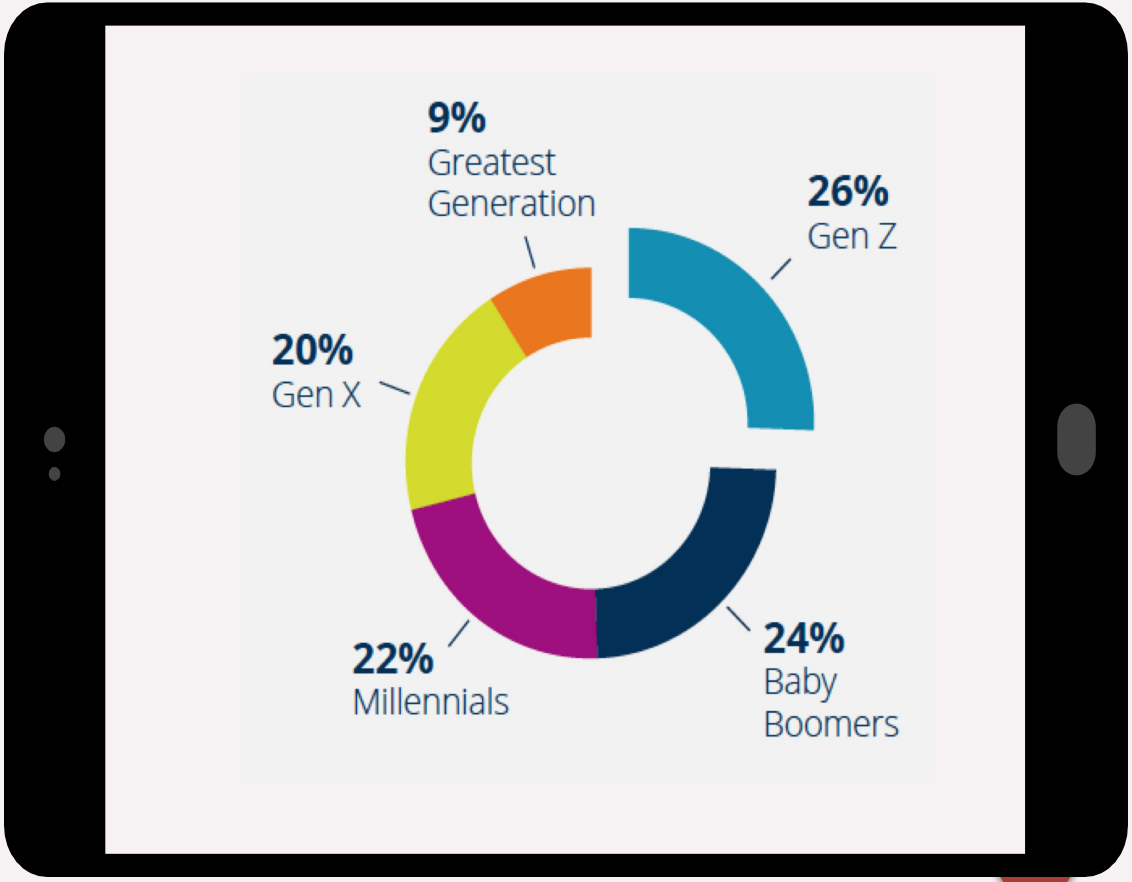
Learning Objectives

1. Define generational differences & communication values
2. Identify the impacts of generational bias and poor cross-generational communication
3. Describe strategies to address communication differences

Check-in # 1

Based on the title, description, and objectives of this presentation, note 3 things you hope to learn from this presentation.

In the chat box


9%
Greatest
Generation
26%
Gen Z
20%
Gen X
22%
Millennials
24%
Baby
Boomers

Three primary factors that influence a generation

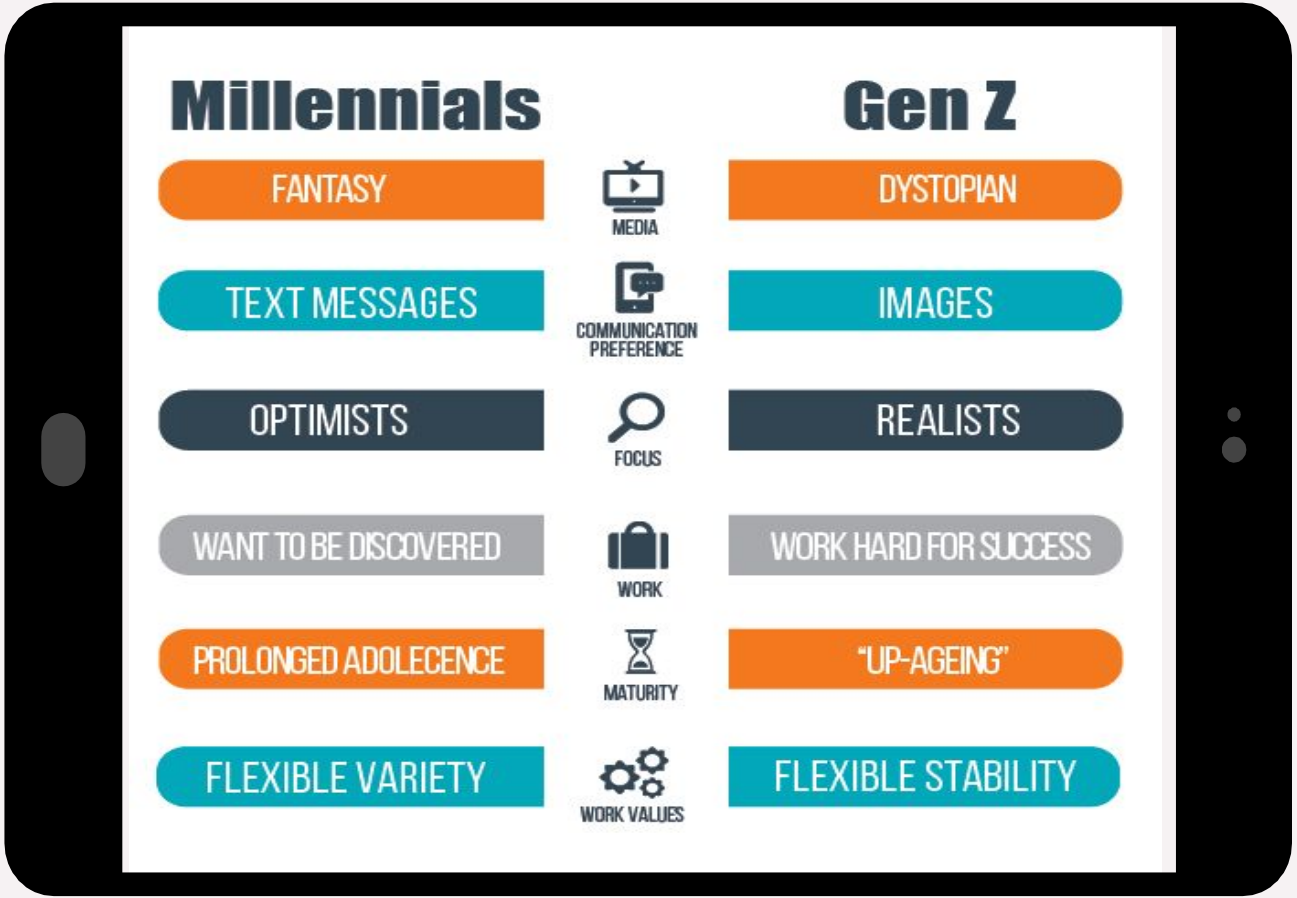
Age

Societal norms

Technology

I Thought We Were Still Complaining About Millenials?

Time to re-think

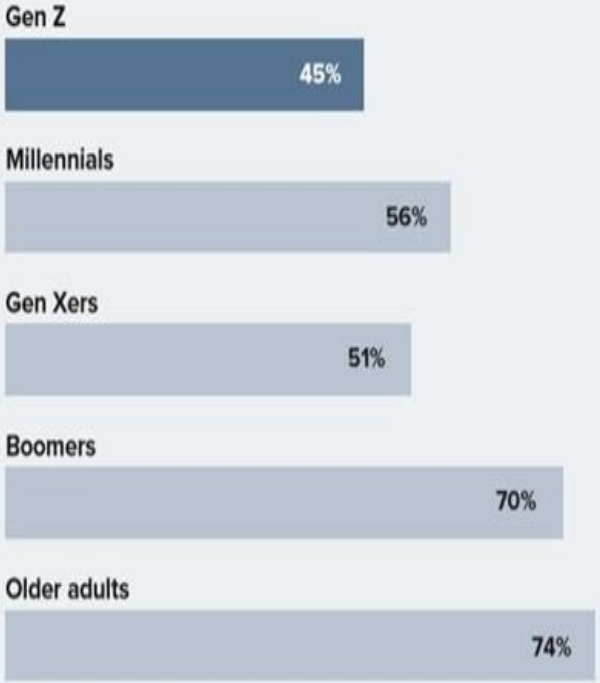


Values (some of them)

- group thinkers who enjoy collaborative learning
- process and skills-based learning (because content is online)
- lots of technology, therefore little tolerance for delays
- ambition in favor of more family time, travel, less personal pressure.
- everything is "up for discussion"
- Ambitious but aimless
- possess critical thinking that is different because of access and use of technology – therefore….
- they have a hard time processing and analyzing complex or "big picture."
- Focus on achievement vs. learning (takes too long and is too hard)
- Uncomfortable with ambiguity
- Highly influenced by peers
- "just tell me what to do Ms. Wendel"

Mental Health of Gen Z

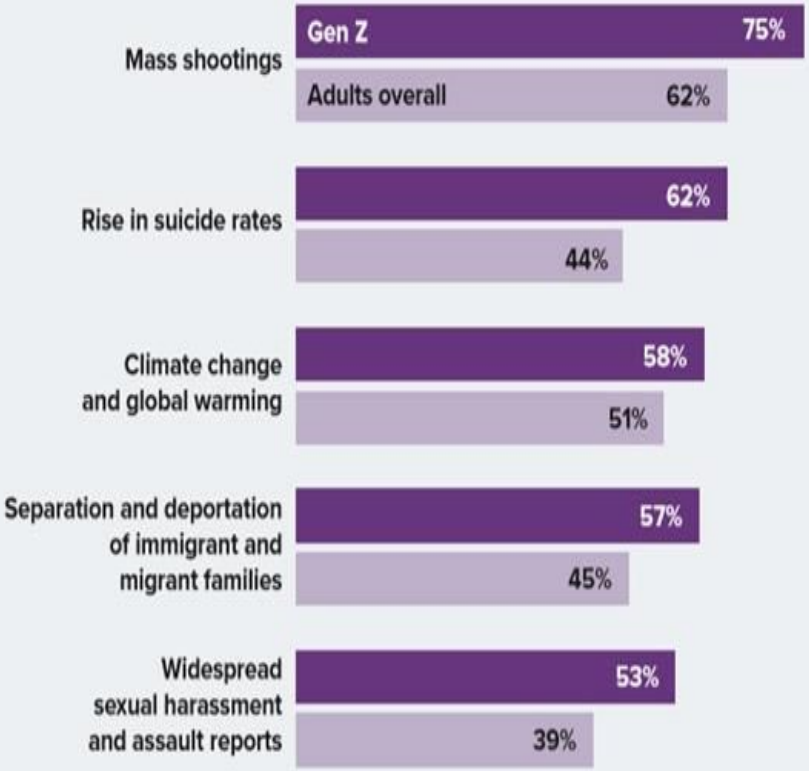
Compared with other generations, Gen Z is least likely to report very good or excellent mental health



Source: APA. (2018). *Stress in America: Generation Z*

News Events Stressing Gen Z

Compared with other generations, Gen Z is more likely to report stress related to these national news topics



GEN ZED
CANADA'S UNTAPPED GENERATION

generation stressed

How often do you feel stressed?

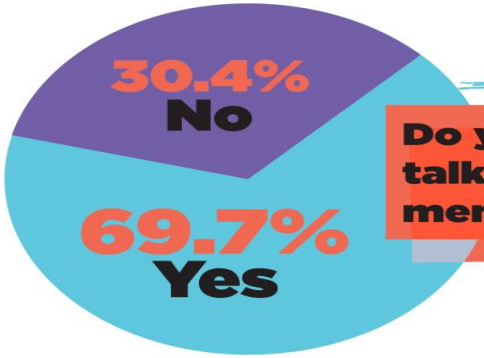
41% Every day

36% Sometimes

14.6% At school

8.4% Never

Do you feel comfortable talking about your own mental health?



Global NEWS

Source: Non-scientific survey conducted by Global News in May 2018 with 356 participants ranging from ages 11 to 23.

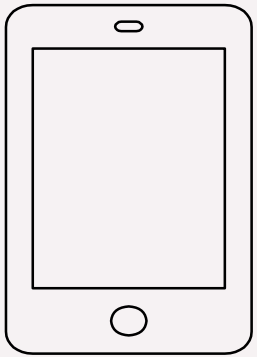
@GlobalNews

Gen Z Terminology

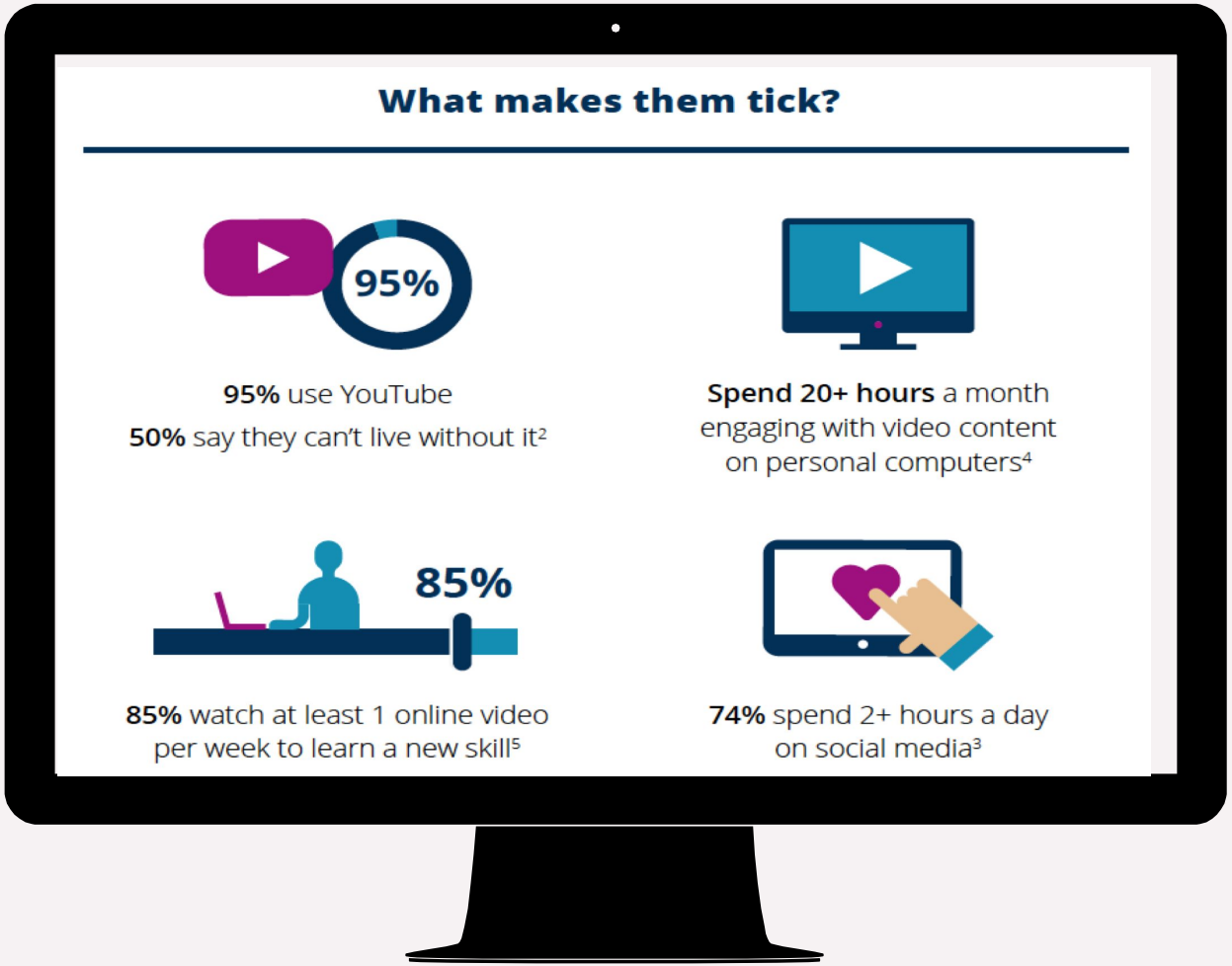
Phigital

- All aspects of the physical world have a digital equivalent
  - Food
  - Shelter
  - Banking
  - School
  - Worship

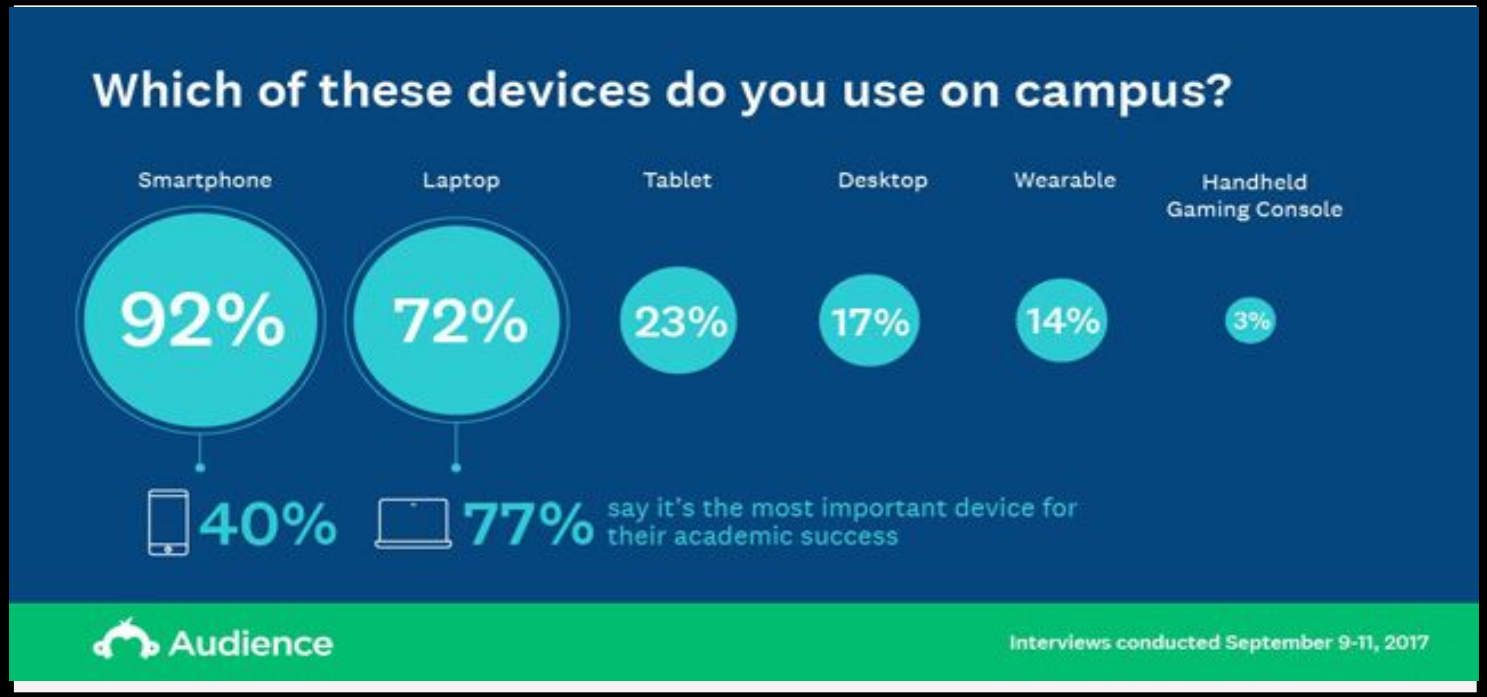
…..and so much more



Gen Z and Tech



Gen Z and Tech



Hyper-Custom

- They are used to and want autonomy
- They want to decide their own brand
- Write their own job description
- Customize their lives

Realistic

- Post 9/11
- Recession children
- They are pragmatic about planning and preparing for the future

Creator: Tasos Katopodis | Credit: Getty Images

FOMO!

- Intense fear of missing out!
- They want options
- They will worry they aren't moving ahead fast enough

Weconomists

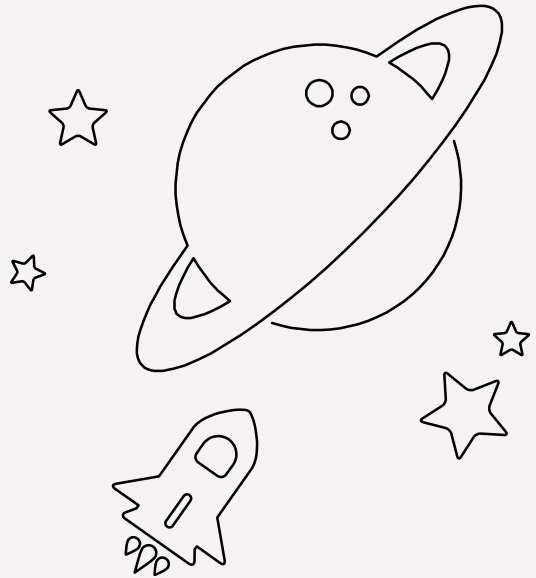
- Raised in a shared economy
- They want to partner to serve their communities
- They want to impact society

DIY

- Youtube generation is self taught and feel that they can learn just about anything.
- fiercely independent

DRIVEN

- Raised by Gen X /Millenials
- Reared during the recession
- They are competitive and ready to work



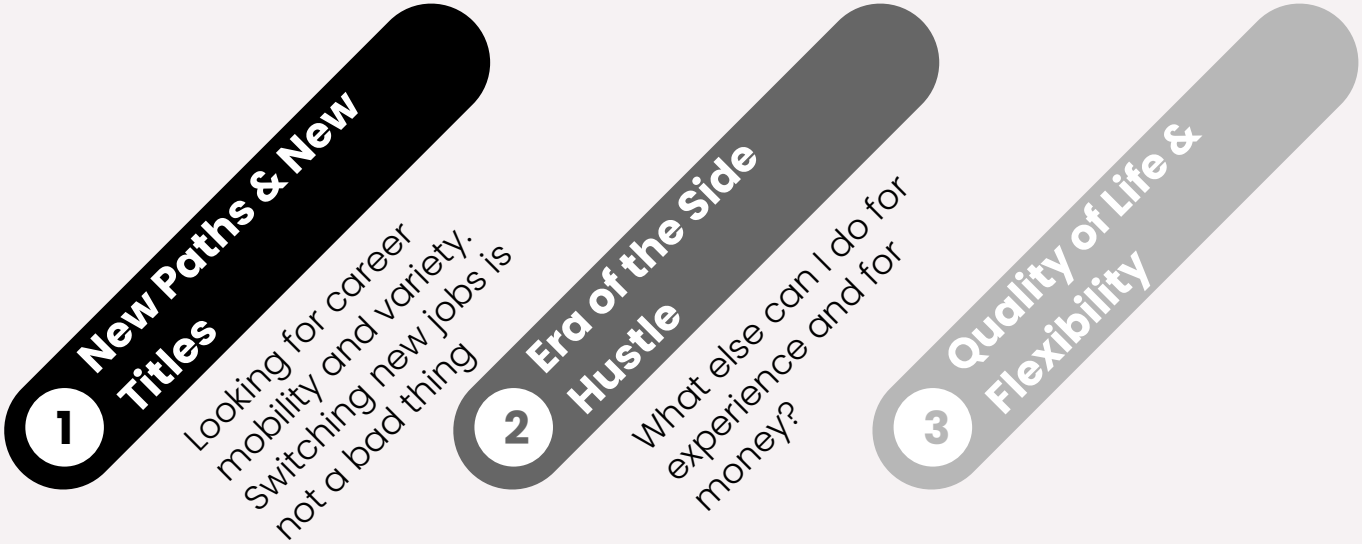
They Aren't Who You Think They are

Check in: #2
Why are you here in Higher ed?

How Gen Z is Shaping Higher Ed

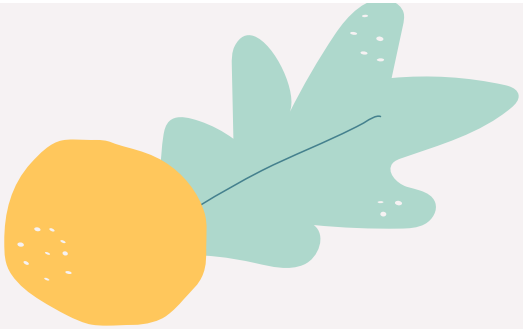
- Gen Z-ers tend to embrace social learning environments
- Expect on-demand services that are available at any time with low barriers to access.
- More career-focused earlier on in college.
- Favor class discussion and interactive classroom environments over traditional teaching methods

Careers & School Won't Be Enough

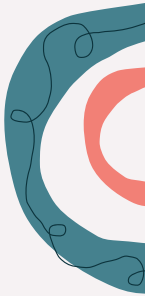


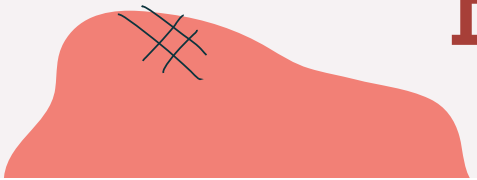
They are looking for Partners & Mentors

Respect + Guidance ≥ Feedback



So How do We Teach AND Reach Them?

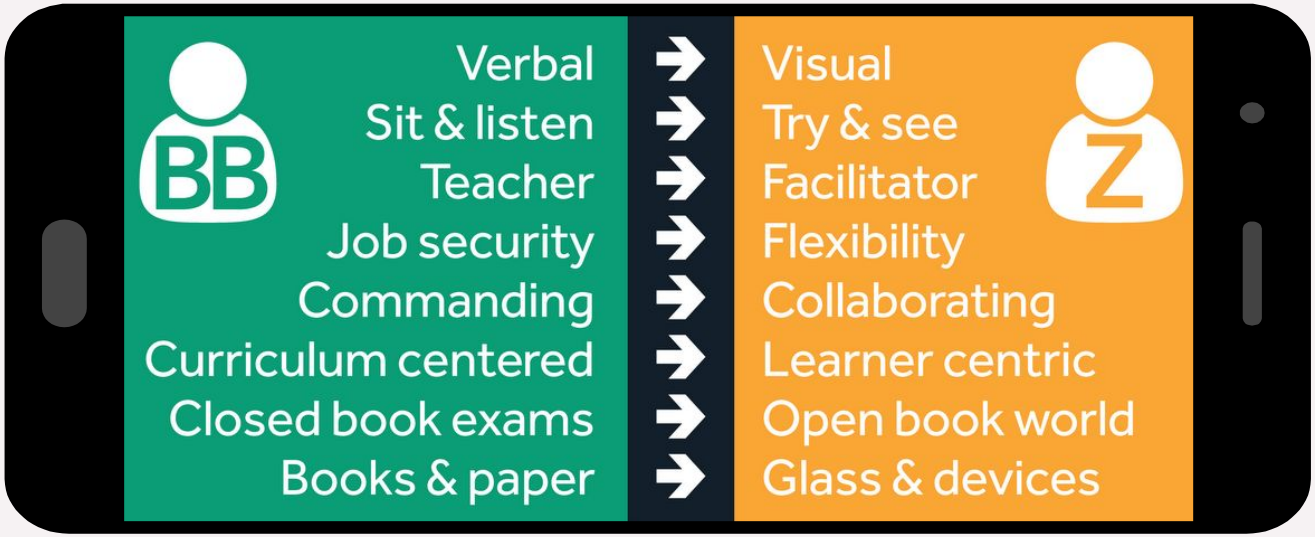




Where are We Headed in Higher Ed?

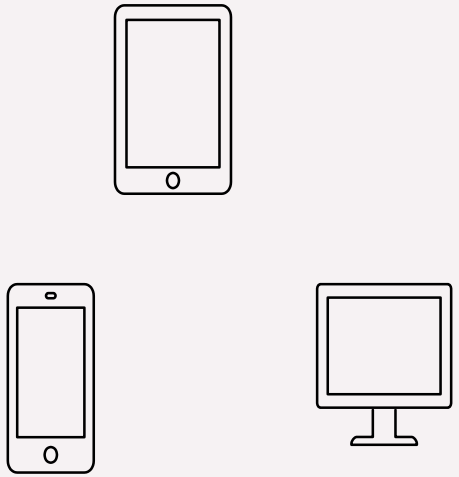
- Big Data
- Open Educational Resources
- Immersive Learning
- Digital Course Materials
- Mobile Technology
- Learning Space Design
- Assessment Enabled Technologies

Teaching Styles



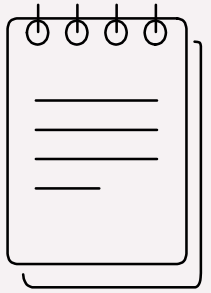
Gen Z in the Classroom

- Dependence on technology
- Active learners
- Learning tools integrated into curriculum
- Access to information
- On demand everything and everyone



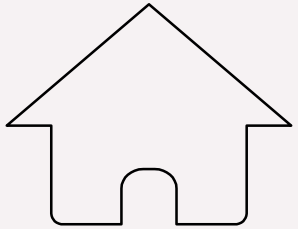
Are you doing these things?

- Using Simulation?
- Tech Based Projects?
- Having Students create and demonstrate content?
- Interactive Lecture?
- Activities Activities Activities?
- Contextual Experiences?



Before They Go out

- More Pre-Clinical Opportunities
- Low Stakes Opportunities
- Repeated learning on Standards of Care
- Fewer Silos
- Closing Loops
- Community Building



Barriers to Good relationships and mentor experiences

Higher Ed has its Quirks…

- “Sage on the Stage” tradition
- Conformity
- Rigidity
- Hierarchy over Partnership
- “We know best” mentality
- Linearity

Gatekeeping

- We invite students in only to ask them to transform themselves into us.
- Is this truely what we want?
- What is “Professionalism?”

Type in the chat
Check in: #3

Take a moment and write down what you believe "professionalism" is

How our Quirks and Communication Style impact learning

Generationally, many students want partners and mentors → we want them to follow rules

Generationally, students want to be open with you about struggles → we can perceive these struggles as weakness

Generationally, students want interactive and immersive learning experiences that include tech → we want to use our "proven" methods

Generationally, students want to advocate and fight for justice within their environments → we worry about "timing" and professionalism of this advocating or can perceive it as a challenge

Strategies to Reduce poor intergenerational communication

1. Assume good intentions
2. Reflect on your own biases
3. Remind yourselves of your purpose
4. Build authentic relationships based in trust and mutual respect
5. Be upfront about your expectations and give rationales
6. Tell them why
7. It's probably not personal
8. Don't be afraid to tell them who you are outside of work
9. Model taking responsibility for mistakes

Strategies to Reduce poor intergenerational communication

Use statements like:

I know your intention was likely ____ but it may have / was perceived as ____

Help me understand how you are thinking about ____

I appreciate that you are willing to share ____ with me, I am invested in your future and want to support you

Continued...

I understand you are concerned about ____; the reason I have chosen to approach it from this direction is ____.

That didn't work like I thought it would, let me try something else.

I hear you

What I hear you saying is ____

Recap and Conclusions

- Gen Z students are a product of their upbringing, just as we all are
- Gen Z has many strengths that make them excellent students and future clinicians
- Our role is to facilitate the best possible outcomes by adjusting our teaching and mentorship techniques
- With a few techniques and adjustment to our approaches this next generation of clinicians will serve the community well

Thank you

Email amanda.stead@pacificu.edu or renee.wendel@txstate.edu if you have questions