

A photograph of a sunset over the ocean, taken from the perspective of someone on a boat. The sun is low on the horizon, creating a bright orange and yellow glow that reflects on the water. The sky is filled with dark, dramatic clouds. On the right side of the frame, a portion of a sailboat's sail is visible, showing its texture and the rigging. The overall mood is serene and contemplative.

# COMMUNICATIONS & YOUR TEAM

Kelli Jones



# OVERVIEW



- COMMUNICATIONS 101
- INTERNAL COMMUNICATIONS
- WORKING WITHIN A TEAM
- GENERATIONAL COMMUNICATIONS
- COMMUNICATIONS & CONFLICT
- KEY TAKEAWAYS
- QUESTIONS?



# COMMUNICATIONS 101



## EXTERNAL COMMUNICATIONS

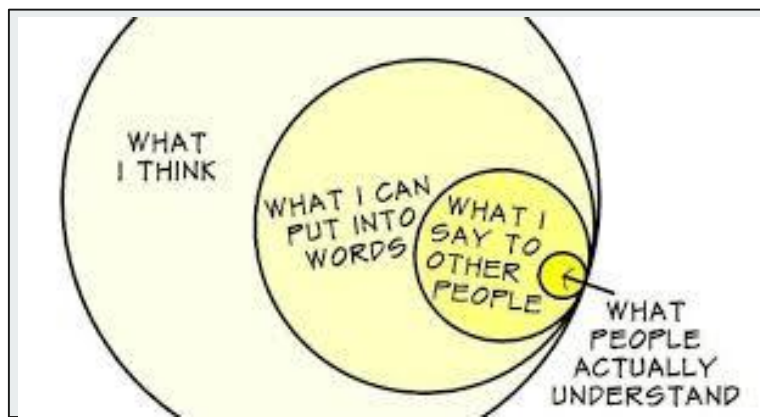
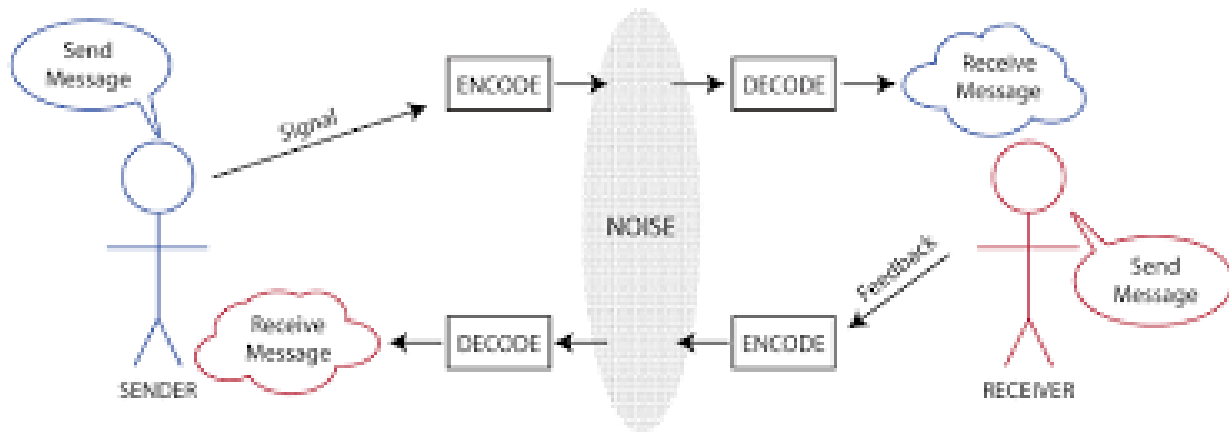
HOW YOUR ORGANIZATION COMMUNICATES  
WITH EXTERNAL CONSTITUENTS

- CUSTOMERS
- MARKETING
- PUBLIC

## INTERNAL COMMUNICATIONS

HOW YOU COMMUNICATE WITHIN YOUR  
ORGANIZATION

- SHARING YOUR “WHY”
- MISSION OR VALUE STATEMENT
- ORGANIZATIONAL STRUCTURE



# TIPS TO IMPROVE OUR ACTIVE LISTENING



**Focus On The  
Other Person**

**1.**



**Avoid  
Judging**

**2.**



**Use Body  
Language**

**3.**



**Avoid  
Interrupting**

**4.**



**Respect  
Silence**

**5.**



# INTERNAL COMMUNICATIONS



# SHARING & COMMUNICATING YOUR WHY

## Mission, Vision, and Values Statement



**Vision:** Serves as a guide for the business, indicating a defined direction for growth and goals.

**Mission:** Representation of a company's near-term expectations.

**Values:** Helps employees and customers shape their perception of the company and what they expect to hold the company accountable.



# YOU AND YOUR TEAM



THINK OF YOUR ORGANIZATION, WHAT IS YOUR STRUCTURE?

IS YOUR ROLE DEFINED?

IS YOUR ROLE WITHIN YOUR TEAM/ORGANIZATION CLEAR?

WHAT ARE YOUR METHODS OF COMMUNICATION WITHIN YOUR TEAM?

DO YOU HAVE ANY TYPE OF TRAINING RELATED TO COMMUNICATIONS?

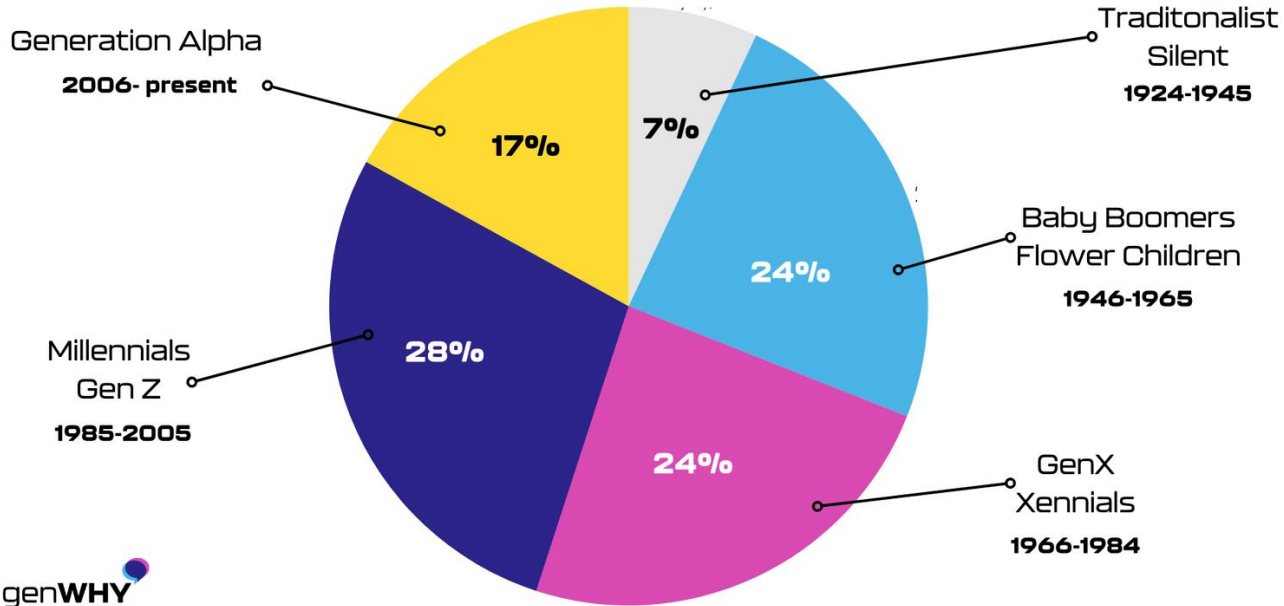
DO YOU UNDERSTAND NOT JUST YOUR PREFERRED STYLE OF COMMUNICATION,  
BUT YOUR TEAMMATES PREFERRED STYLE?



# GENERATIONAL DIFFERENCES



# A LOOK AT THE POPULATION...



2020 Breakdown of the  
US Population



# WHY DOES THIS MATTER?

## WHO LEFT THE WORKFORCE DURING COVID?

VIEW DATA BY:

GENERATION

GENDER

CHILDREN IN THE HOME

- 14.4% GEN Z
- 33% MILLENNIAL
- 34.6% GEN X
- 18% BABY BOOMER+



"WORKING-AGE ADULTS" - OVERALL SURVEY POPULATION, MINUS RETIRED (BASELINE)

- 19.5% GEN Z
- 36.4% MILLENNIAL
- 37% GEN X
- 7.1% BABY BOOMER+



DROPPED OUT OF THE WORKFORCE DURING COVID (NOT RETIRED)

- 0.7% GEN Z
- 2.6% MILLENNIAL
- 9.8% GEN X
- 86.9% BABY BOOMER+



RETIRED DURING COVID

# UNDERSTANDING THE WORKERS

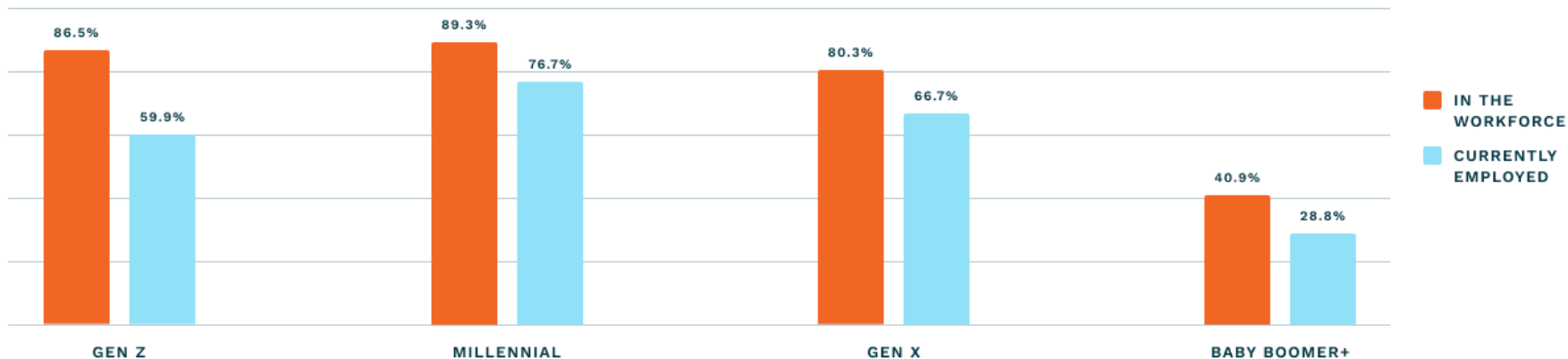
## WORKFORCE DEMOGRAPHICS

VIEW DATA BY:

GENERATION

GENDER

CHILDREN IN THE HOME



**Traditionalist**  
**1924-1945**

1924-1933 - Traditionalist

1934-1945 - Silent

**Baby Boomers**  
**1946-1965**

1946-1955 - Baby Boomers

1955-1965 - Flower Children

**Generation X**  
**1965-1984**

1965-1977 - Generation X

1978-1984 - Xennials

**Millennials**  
**1985-2005**

1985-1994 - Millennials

1995-2005 - Gen Z

**Generation Alpha**  
**2006-present**

2006-2019 - Generation Alpha

2000 - Covid Babies, name TBD

# THE BREAKDOWN OF STYLES



**Traditionalist/Silens: 1924 - 1945**

**Baby Boomers/Flower Children: 1946 - 1964**

**GEN X/Xennials: 1965 - 1984**

**MILLENNIALS/GenZ: 1985 - 2005**



# MANAGING CONFLICT





# CONFLICT & COMMUNICATIONS

**Due to their upbringing, many younger generations have developed avoidance tendencies.** As we have researched generations over the past 17 years, it is clear that fewer people receive conflict resolution skills as children. Gen Alpha (16 and below currently) have had a distinctly different experience with conflict than Traditionalists (90+ years old), and it's impacting work today.

**Conflict in a company isn't always bad.** Consider that conflict helps refine us. Conflict helps us understand other perspectives. Conflict helps us push ourselves to go beyond what we thought was possible.



# MANAGING CONFLICT

UNDERSTANDING THE CYCLICAL NATURE OF CONFLICT

TURN CONFLICT INTO COOPERATION THROUGH COMMUNICATION

ATTEMPT TO UNDERSTAND AND EMPATHIZE

YOU HAVE THE POWER TO BREAK THE CYCLE



# KEY TAKEAWAYS

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THE GAME OF TELEPHONE: HOW YOU SEND A MESSAGE IS NOT ALWAYS HOW IT'S RECEIVED.

BECOME AN ACTIVE LISTENER.

TAKE THE TIME TO UNDERSTAND YOUR ORGANIZATION AND ITS WORKERS. RECOGNIZE AND UNDERSTAND YOUR BIASES AND HOW THAT IMPACTS YOUR COMMUNICATION STYLE.

THE WORKFORCE HAS CHANGED, AND WILL CONTINUE TO CHANGE; CONTINUAL TRAINING AND EDUCATION AROUND COMMUNICATION IS CRITICAL.

REFRAME CONFLICT IN THE WORKPLACE.

**TRAINING - TRAINING - TRAINING**

**FLEXIBILITY IS KEY!**



# ANY QUESTIONS?

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