



Generations, Culture and Communication



UNIVERSITY OF ILLINOIS
EXTENSION

If you had a key that would help unlock the answers to human behavior, would you use it?

Imagine bringing this knowledge to truly understand yourself and others to your customers, business, campus or community.

For the first time in history, four different generations are represented in our workforce. Each brings with it a different perspective along with different preferences. The University of Illinois Extension is developing a new curriculum, *Generations*, that has been enthusiastically received by businesses and communities across northern Illinois.

Organizations that value employees, customers and members, will learn in this workshop about generational differences and how to work more efficiently as a team. *Generations* will also provide staff with the skills required to develop a better understanding of customer needs and enhance basic communication requirements.

Generations can assist an organization in successfully bridging generation gaps in a 90-minute presentation or a three-hour workshop. It describes the characteristics, influences, expectations, and tips to successfully manage and respond to each of the four generations. These programs can be conducted at your site or elsewhere and individual or group pricing is available.

This curriculum is a part of a larger one in development, entitled, *Generations, Culture and Communication*. The Culture segment will be ready for pilot in January 2008 and the Communication section will be available in early 2009. The intent of this curriculum is to provide real-world applicable information on how to deal with differing generations, cultures and personalities in the workplace (as employees and customers), the community and academia. It has been piloted directly for businesses, nonprofits, churches and even firehouses and conducted in open-to-the-public settings.

Generations is one of the hottest new topics on the national, even international scene and has proven to be a solid opportunity for cost recovery even in small communities. The curriculum can be trained by anyone regardless of their initial level of knowledge as it includes the complete PowerPoint—with notes on each slide—for a 15-minute teaser, 90-minute presentation and three-hour workshop, along with anecdotes each presenter can use or draw from to include their own experiences, activities for workshop and white papers that delve further into individual topics to allow greater knowledge. The curriculum will be available for purchase by Fall 2007.

To schedule a training for your business, organization, campus or community or for more information on purchase and training, email Terry Feinberg at feinberg@uiuc.edu