

WORKPLACE COMMUNICATION EVOLUTION

It All Starts with Communication Preferences

Greatest Generation



In-person → Telephone

- Body Language
- Facial Expression
- Personality-charisma
- Relationship building
- Message Clarity
- Interactive discussion

Baby-Boomers



Telephone → E-mail

- Immediate personal response
- Emotions expression
- Interactive
- Confidential
- Safe
- Rapport Building

Gen X



E-mail → Text

- Speed
- Availability
- Overcomes geographic barriers
- Efficient
- Recordkeeping

Millennials



Text...Text...TEXT!

- Text messages get read!
- Immediate
- Discretion anywhere
- No Internet connection
- Personal and everywhere
- Efficient
- Less expensive