

# THE EXTRA POINT

BY JERRY ROBERTS



## # 1304 In Search of Generational Common Ground

In case you haven't noticed, the media does a really good job in pitting one group of people against another. They do all they can to divide us along political lines, as well as racial, economic, education, gender, and the list goes on, including fanning the flames of discontent between generations. We're shown how much different the other generations are from ours, and the error of their ways. I'm Jerry Roberts, and next up we talk about how to deal with all of this in the workplace, on The Extra Point.

Consulting firm Deloitte is out this week with a report that highlights some of those differences between folks in the 14-40 age group, with those ages 41 and up. This particular study was about how we consume entertainment and how we connect to "communities."

In example:

- 50% of Gen Z and Millennial consumers in the U.S. (ages 14-40) agree with the statement: "online experiences are meaningful replacements for in-person experiences."

Only 19% of Gen Xers, Boomers and older (ages 41 and up) feel that way.

- This next one seems scary. 48% of Gen Z and Millennials say they "spend more time interacting with others on social media than in the physical world."

Only 20% of older consumers say the same.

- 55% of the 41-and-up crowd says that watching TV shows or movies remains the favorite activity for them.

Not so for younger consumers. Only 30% say they enjoy TV shows and movies most. For them, 19% prefer video games, another 19% like user-generated content best (think TikTok and YouTube); and 16% are into their music.

Let's talk about connecting to a community. About half of the younger consumers say they

feel "most connected" when playing video games and watching user-generated content, while only 16% of the older generations agree.

What can we learn from this study and these statistics? That we, as a society, would seem to be separated into very different camps. How did we get to be this way?

The real answer to that question is we've been separating for a long time — 70+ years, which dates back to the dawn of Rock and Roll. Prior to that, families would gather in the living room to watch TV shows together.

How this relates to the workplace is that we don't feel that we have much in common with coworkers. Unless we have a friendship with a fellow employee, we likely don't get together with them socially. There was more socializing in past decades.

If your workplace resembles what we're talking about, the best thing to do is ignore all of the differences, and focus on similarities. What do you have in common with the person next to you, who is younger or older?

If you play music during your work day, can you switch between what you like and what they like?

Maybe you both like memes. Show each other the things you find funny. You might develop a connection over humor.

In one of Guam Training's courses, we make it a point to learn about the people we work with. The more we know about the next person, the more ways we can find some common ground.

If you seek a connection with someone, you'll find it. All that two people need is just one thing they share, and you can build on that.

(Con't.)

If you can find that one thing to appreciate about each other, maybe you'll discover that you feel the same way about a lot of things.

When we connect with people, we're going to spend more time concerned with how we're similar, rather than how we're different.

Most organizations find that they are split in numerous ways. The most successful ones will be those that build on common ground.

Never mind what the media says. Never mind that someone doesn't think like you, or that they don't like all the things you like. Find a small sliver of common ground, and build on it.

That's the Extra Point. Be responsible and make something good happen today. For 93.3 and the Ray Gibson Show, I'm Jerry Roberts.

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For information on training and consulting services with Jerry Roberts, please click this link: [guamtraining.com](http://guamtraining.com)

I threw a 400-paper newspaper route, no days off. I worked full-time during college. I loved what I did, even though it was just pennies above minimum wage. Some of my friends had two jobs, maybe three.

I've had people tell me, "Yeah Jerry, but that was then and this is now. Today, young people care more about that balance. They want to be treated well. They want top-drawer benefits and a high salary. They also believe in causes that impact their lives and the lives of others. Your time was different.

And when I've heard it I've taken a deep

