



JEFF HAVENS

LEVERAGING THE POWER OF **VIDEO**
GENERATIONS SERIES
PARTICIPANT WORKBOOK



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SUPER AWESOME INTRODUCTION!

Welcome, and congratulations on holding the most amazing book you've ever held. I'm sure you've stayed up late at night before, eyes glued to the pages of an especially thrilling mystery or memoir – but nothing, *nothing* you've ever read can compare with the raw, heart-pounding intensity of the book you're about to read. In fact, it wouldn't surprise me if you are physically incapable of putting this book down. There are countries where this book is literally worth three times its weight in gold. That's how amazing this book is – so again, congratulations on being considered awesome enough to hold it.

So now you know how awesome this book is, and how awesome you are by virtue of reading it. But I suppose it's possible that you'd rather be fishing or scuba diving or watching football or making crepes or juggling chainsaws instead of reading and learning about generational issues. There's even an outside chance that at this very moment you're actually hoping to come down with a convenient case of appendicitis just so you can get out of having to do all this.

If that's what you're thinking, then you are in for a delightful surprise. Because this is going to be the most entertaining learning you've ever done in your life, and *waaaaay* more fun than getting appendicitis.

You're reading this because you interact with several different generations throughout the day. Some of them have never seen a pay phone, some of them grew up without the Internet, and a few of them may have helped General Washington defeat the British. And soon you'll learn how to get along with all of them.

This training series consists of 7 hilarious videos, which are designed to provide education about generational issues in three core areas:

- **How to simplify generational issues in the workplace into key concepts that everyone can understand and agree to**
- **How to set reasonable expectations for everyone with respect to**

career advancement and continuing education

- **How to approach workplace changes in a way that members of all generations will recognize as valuable and mutually beneficial**

As I've said, the videos are hilarious and may occasionally make you snort-laugh. This workbook includes a summary of each video, space for you to take notes, and questions designed to get you thinking about how to work effectively with people inconsiderate enough to be born at a different time than you were.

Bottom line – we've tried to make this as fun as possible because we think that learning doesn't have to be boring. If this does end up boring you, then you're probably incapable of experiencing joy. I weep for you and hope that I never have to sit on a cross-country flight next to you and your chronic sadness.

So what are you waiting for? Turn the page and start having fun already!

JEFF HAVENS

SPEAKER & TRAINER

"Beloved By All Nations & Generations"





PART ONE



SIMPLIFYING THE GENERATIONAL QUESTION

EPISODE 1

ESTABLISHING THE PLAYING FIELD

Kyle and Tyler were being mean to each other, which is why I was mean to them at the end of the video. The puberty line was funny, though.

More importantly, generational tensions are extremely common in pretty much every business in the world. If you don't address them, your business will suffer. The key to successful relationships is effective communication, and you won't be able to communicate effectively if you can't recognize that good ideas come from a lot of different places – even from people who are significantly older or younger than you are. Remember, just like two people work together to create a successful marriage, multiple generations need to work together to create a successful business.



CLASSROOM DISCUSSION NOTES



SELF-REFLECTION QUESTIONS

Is your workplace happy and awesome, or seething with tension?
Let's find out!

- 1.** What do you think will happen when Tyler tells his wife that he's going to make every decision in their marriage from now on?
 - a) She'll see his take-charge attitude as powerful and desirable, and she'll fall even more completely in love with him.
 - b) She'll acquiesce quietly and without complaint, because she'll know deep down that she's never really had anything useful to say.
 - c) Tyler will be sleeping outdoors, possibly in the garage but more likely in the street.

- 2.** To the best of your knowledge, roughly what percentage of the people you work with on a regular basis are the following:
_____ Significantly older or more experienced than you?
_____ Approximately the same age or experience level?
_____ Significantly younger or less experienced than you?

3. Have you ever had a problem with somebody from a different generation? (Reflecting on the problem and how to handle it differently can greatly improve the way you deal with problems in the future.)

What was the problem? (You don't have to name names, unless you really want to!)

How did you handle it at the time?

Looking back, do you think you could or should have handled it differently?

4. If you had to give one piece of professional advice to someone from a different background than you, what would that advice be? (Take some time on this one, because we'll be coming back to it later. Yay for callbacks!)

EPISODE 2

CHOOSING SIDES

After we stopped filming this video, Kyle and Tyler got into a wrestling match. Kyle gave Tyler a wicked noogie, but Tyler landed a nice charlie horse on Kyle's leg before we decided to break up the fight. They both declined medical attention.

More importantly, though, generational conversations tend to put all of us into one of four categories, which can make it difficult to know how to work successfully with so many different attitudes and sensibilities. However, the majority of us tend to fall into one of two main generational groups – the 'younger' or less-experienced set, and the 'older' or more-experienced set. When conflicts or tensions arise in the workplace – either company-wide or on an individual level – it is usually the result of younger and older people seeing things differently. Younger workers often have

trouble relating to older workers because they haven't seen everything that older workers have, and older workers often have trouble relating to younger workers because all of us tend to forget how we used to think when we were younger.

You will not always be the younger worker in every work situation – or the older, or more-experienced, or less-experienced. However, knowing which group you most often identify with will help you recognize what your personal tendencies are. Once you know those, you should have an easier time recognizing your personal strengths and weaknesses, and you should also have an easier time seeing where people from different backgrounds than yours are coming from.



CLASSROOM DISCUSSION NOTES



SELF-REFLECTION QUESTIONS

Now you should know if you are typically a young or old person. These questions are going to require you to try and find something nice to say about everyone who's not like you. I know that's going to be hard. But don't worry – you'll get to make fun of them, too!

1. Which of the following do you usually identify with – younger (or less-experienced than average), or older (or more experienced than average)?

2. What are some of the positive adjectives you might use to describe the younger and/or less-experienced workers in your business?

3. What are some of the negative adjectives your coworkers might use to describe the younger and/or less-experienced workers in your business? (See how I made your coworkers the guilty ones? Genius!)

4. What are some of the positive adjectives you might use to describe the older and/or more-experienced workers in your business?

5. What are some of the negative adjectives your coworkers might use to describe the older and/or more-experienced workers in your business? (“Blame the coworkers” strikes again!)

6. What can you do to focus on the positives?

7. What can be done to reduce the negatives?