



# JEFF HAVENS

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



# TABLE OF CONTENTS

INTRODUCTION .....	4
--------------------	---

## PART 1: SIMPLIFYING THE GENERATIONAL QUESTION

EPISODE 1: Establishing the Playing Field .....	10
---	----

EPISODE 2: Choosing Sides .....	16
---------------------------------	----

## PART 2: SETTING REASONABLE EXPECTATIONS FOR CAREER ADVANCEMENT AND CONTINUING EDUCATION

EPISODE 3: Advancement is a Process .....	26
---	----

EPISODE 4: Advancement Never Stops .....	34
--	----

## PART 3: APPRECIATING THE VALUE OF EXISTING PRACTICES AGAINST THE NEEDS OF A CHANGING MARKET

EPISODE 5: If You Don't Slow Down We're Going to Crash .....	42
--	----

EPISODE 6: Why All Age Groups Should Continue Learning .....	50
--	----

EPISODE 7: Finding Common Ground .....	56
--	----

CONCLUSION .....	62
------------------	----

# 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?

**CONGRATULATIONS! YOU ARE 33%  
MORE TOLERANT OF OTHER AGE GROUPS!**



# **PART TWO**



# **SETTING REASONABLE EXPECTATIONS FOR CAREER ADVANCEMENT AND CONTINUING EDUCATION**

## **EPISODE 3**

### **ADVANCEMENT IS A PROCESS**

There's a lot of lessons you could take from this video. Maybe you think Tyler's a coward, or perhaps you wonder if Kyle is friends with any Ewoks. You might be walking away from this with the intention of investing in what is sure to become a very bullish jellybean market.

But the one thing I really hope you got out of this is that improvement takes time, no matter what you're improving at. I keep waiting for that stupid Matrix moment when you can just download kung fu into your head and then kick the crap out of an army of people, but we're not there yet. (If you're a scientist, by the way, you should really get to work on that.) And so, getting better in your career is still the same fundamental process as getting better at a sport, an instrument, or a language. You start, you learn, you sometimes struggle, you occasionally make mistakes and learn from them – but as long as you keep pushing and keep working hard, you *will* advance. This is a critical lesson for everyone to understand, but it's especially important

if you're a younger or less-experienced worker than your colleagues, since young people tend to expect things to happen faster than they actually do.

Also, we didn't touch on this in the video but it's equally important to understand that experience is the *only* way that we acquire knowledge. The more education we experience, the more we know; the more time we spend on our hobbies, the better we get at them; and the more time we spend at our jobs, the more effective we become. The older workers at your company are an enormously valuable resource, because they've accumulated a huge amount of experience. The more you respect that experience and consult them, the more quickly you'll advance and the fewer mistakes you'll make along the way.

So sometime today, find an older, more experienced colleague and thank him or her for screwing up as often as they have so that you could avoid making the same mistakes. Soon it will be your turn to make a bunch of mistakes that younger, less-experienced colleagues can thank you for helping them avoid!



# CLASSROOM DISCUSSION NOTES

---

---

---

---





# SELF-REFLECTION QUESTIONS

It took you years to learn how to read, and a depressingly long time to learn how to go to the bathroom all by yourself. Can you handle the fact that your career will advance at a similar pace? Let's find out!

## 1. Which of the following statements best describes you?

- a) I have always been amazing at everything I've ever tried from the first moment I tried it. I was reading at 6 months, I've never wrecked a car or done anything while driving that has ever caused anyone to wish me dead, and I am an amazing chef whose effortless masterpieces are often compared to works of art.
- b) There was a time in my life when I couldn't ride a bicycle, but I eventually figured it out. I've had some horrible haircuts in my life, but I've managed to find one that works. I occasionally drool on myself while brushing my teeth and have been known to have to change my shirt in the morning because of that. And sometimes I try to say one word but then change it halfway through, so I end up saying something idiotic like, "Have a good afterning!" I'm a functioning adult and I do a lot of things well, but I'm hardly perfect.

**2.** If you identified as a younger or less-experienced worker in the quiz in Video #2, what is one question you have about your job that you would like a more experienced person's perspective about? It can be about anything – how you'll get promoted, which rules you can safely break, if there are any secret tunnels in your building and where do they lead. Whatever's important to you.

**3.** If you identified as an older or more-experienced worker in the quiz in Video #2, what is one element of your business that you think it is important for younger, less-experienced workers to understand?

**4.** What is one element of your business that you consider yourself to be an expert at? How long would you say it took you to become an expert?

**5.** What is one element of your business where you think you need to improve? Can you think of anyone you work with who might be able to help you get better faster than you would on your own?

## **EPISODE 4**

### **ADVANCEMENT NEVER STOPS**

I wasn't really wearing leggings under my pants. But I should have been. They are super comfy.

However, my enthusiasm for leggings is not the point. In the previous video we talked about advancement being a process, something that happens slowly and over time. The older we become, and the more experience we accumulate, the more we advance at whatever we're trying to do, whether it's learning how to sail a boat or move up in our careers.

And that process never stops. There is never a point in our lives when we can confidently say that we've learned everything there is to know. Professional athletes are constantly studying game film, creating new plays, and practicing new offensive and defensive strategies. Professional chefs continually experiment with new recipes, new ingredients, and new giant white hats. I'm pretty sure there's an association of blowfish enthusiasts

(because there's an association for everything), and that its best members are always looking for new ways to raise and breed ever more exotic species of blowfish. And if you want to be a truly great worker, manager, executive, or anything else at your job, then you'll need to always be willing to learn more.

These two concepts – that advancement is a process, and that advancement never stops – are really the same idea, but we tend to approach it from different points of view depending on where we are in our careers. Younger people have a tendency to expect things to happen faster than they naturally will; that's why we all quit piano lessons when we were seven, because we were annoyed that we weren't playing sold-out concert halls after six months of Chopsticks. On the other hand, older people have a tendency to feel as though they've already learned as much as they need to; that's why we all tell teenagers not to text and drive but then we go ahead and do it anyway, because we're such awesome drivers that we couldn't possibly get into an accident. In order for us to achieve greatness in anything we do, however, we need to be both patient enough to learn and humble enough to realize that we'll never be done learning.

---

---

---

---



---

---

---

# CLASSROOM DISCUSSION NOTES

---

---

---

---

---

---

---

---

---

---

---

---







# SELF-REFLECTION QUESTIONS

Not too many questions here, and they're all pretty easy. What am I trying to say? I'm saying that a wallaby could answer these questions. A banana slug could answer them. So I'm pretty sure you can, too!

- 1.** What are two things you've learned in the last year or two that have been somehow beneficial to your career specifically or your industry in general?
- 2.** What is one piece of equipment or technology that you used to use for your job that now seems so outdated that you can't believe you were ever able to do your job by using it?

**3.** Thinking back on your life, can you remember any 2-year period of time in which you feel like you didn't learn anything new?

YOU ARE SO CLOSE TO BEING LESS JUDGMENTAL!



# PART THREE



# **APPRECIATING THE VALUE OF EXISTING PRACTICES AGAINST THE NEEDS OF A CHANGING MARKET**

# EPISODE 5

## IF YOU DON'T SLOW DOWN WE'RE GOING TO CRASH!

Remember that mullet you had when you were younger? Well it was a bad idea. Don't get me wrong; I love the 'business in front, party in back' thing that the mullet was going for, and I rocked a pretty awesome mullet myself for more years than I care to admit. But alas, the noble mullet simply hasn't stood the test of time.

And the same is true of a lot of new ideas. Some ideas are wildly popular for a few months and then fall out of favor, and others look great on paper but work terribly in practice. We'll talk about the benefits of new ideas in the next video – but for now it's important to recognize the fact that many new ideas end up not being very good ones.

Which means that your company's existing practices, processes, and strategies are the best starting point for you to figure out how to move forward, because they *have* stood the test of time. In fact, they're the reason your company still exists at all, which is why more-experienced workers

tend to like them so much. All of us like things that have proven themselves successful, and all of us are a little wary of things that haven't. However, since older workers have more experience with your company's existing practices than younger workers do, they tend to be less willing to change something that still seems to be working.

This means that everyone, but younger workers especially, need to realize that the only reason older workers seem to be 'stuck in their ways' is because those "ways" have been very successful up until today. So when the conversation turns to doing things differently, it shouldn't be pitched as a total overhaul of your current systems. Instead, you need to acknowledge the successes of your current models, and then talk about how those models could either be made more efficient or could appeal to a broader customer base.

Bottom line – the things your company is currently doing have proven themselves to be very successful, which means they deserve the respect that success is due. That doesn't mean they can't be made better, because everything can be improved. But it does mean you'll need to acknowledge the success of your company's current approach to business as you think about how to improve in the future.





---

---

---

---

---



# SELF-REFLECTION QUESTIONS

Can you appreciate why everyone you work with might not be completely thrilled with your new 'Footie Pajama Thursdays' idea? Let's find out!

## 1. Do you think I am intimidating?

- a) You terrify me, and if we were to ever meet in person I would hide and probably whimper a lot.
- b) I think maybe you get mad at slow drivers like the rest of us, and maybe you grumble on airplanes when people take forever to put their bags in the bins above the seats, but otherwise I'm pretty sure you're a nice guy.
- c) I think children would probably scare you.
- d) This is a dumb question, and I would smack you in the head if I could.

## 2. What is one idea, initiative, technology, or product you can remember that was either a total failure or did not work as well as it was supposed to? Why didn't it work?

**3.** What is one current practice at your business that you think is working extremely well and does not need to be changed? How would you support your argument against anyone who disagreed with you?

**4.** On a personal level, what is one thing you used to do when you were younger that you now think was an extremely dumb thing to do and that you're glad you don't do anymore?

(I'll get you started! I tried to learn to ride a skateboard on my ridiculously steep driveway. It never occurred to me to try learning on a flat surface first. Seriously, I'm so dumb sometimes that if breathing weren't automatic I'd probably be dead by now.)

**5.** On a personal level, what is one thing you do today that is more or less exactly the same as the way you did it 5 or 10 or 20 years ago?

(Hint: for me it's eating cereal, which is the most amazing invention ever and which I will probably have for breakfast 6 days a week for the rest of my life. So yummy!)

# EPISODE 6

## WHY ALL AGE GROUPS SHOULD CONTINUE LEARNING

Finally, we've found something that all generations can agree on – the glory of bacon! (If you didn't watch the video, this will make absolutely no sense, but I don't care.)

As we discussed in the last video, your company's practices and processes exist for extremely good reasons. But they haven't always been the same practices and processes that you're using today. This is typically a more difficult issue for older, more-experienced workers to get comfortable with. As we get older we have a tendency to forget how many changes we've experienced, and how many of the things that we're currently doing were viewed at one time as an unpleasant interruption to 'the way we've always done things.' But in the last two years, for example, you have probably done one or more of the following: started using new equipment; updated your existing technology; hired new people; watched some people retire; found new customers; developed deeper relationships with existing customers; dealt with new laws, taxes, and regulations; and added or modified one of your product or service offerings.

And in the next two years, one or more of those things will change again.

This is true on a personal level as well. You're different today than you were a year ago, or five, or ten, and you will be a different person one and five and ten years from now. You're probably not still wearing diapers, and I doubt you're passing intricately-folded notes to your friends in the halls at work. If you are, stop doing those things. Seriously. You haven't always been the same person, and your business hasn't always operated exactly as it does today.

The point is that because things are always changing, it's important to try and anticipate those changes so that you can stay ahead of your competitors and have the best business possible. Which means that while you need to respect the power and success of your current working model, you also need to realize that it is not a static model. As we've already said, advancement is a process, and that process never stops. Some amount of change will always happen, and the only way to decide which ones to adopt and which ones to ignore is to discuss them with everyone involved.

# CLASSROOM DISCUSSION NOTES





---

---

---

---



# SELF-REFLECTION QUESTIONS

You are currently awesome. Will you remain awesome in the future? That depends on how you answer these questions!

- 1.** My personal feelings about bacon can best be summarized by the following sentence:
  - a) I simply don't understand the cultural fascination with bacon.
  - b) I enjoy bacon in moderate amounts, much like many people enjoy good wine. I would not, however, mix my wine with bacon.
  - c) Not only would I drink bacon-flavored wine, but if I could I would build my entire house out of bacon and then never leave it, because there would be nothing anywhere else in the world that I could possibly want.
  
- 2.** What is one idea, initiative, technology, or product you are using today that you were not using five years ago? When it was first introduced, do you remember if you were excited about it or skeptical? If the latter, how long did it take you to get comfortable with using it?

**3.** What is one current practice, process, or product at your business that you think could be improved? What is it, and how would you improve it?

**4.** If you had a new idea that you thought would be good for your business but that some people would be resistant to it, how would you go about explaining it so that your colleagues would listen to your idea rather than immediately writing it off?

## **EPISODE 7**

### **FINDING COMMON GROUND**

Let that be a lesson to you. If you're ever trying to figure out how to get people to stop arguing and come together, show them an unflattering picture of your younger self. That'll do the trick.

More importantly, though, the generational issue facing most workplaces today can be solved relatively easily as long as you think of it the same way that you think of a successful marriage. In a good marriage, two people bring unique qualities to the relationship. Sure, they occasionally disagree and argue with each other, but happily married people always manage to stay focused on the fact that they're better off together than they are apart.

The same is true of your working relationships as well. No one group of people has a monopoly on knowledge. Older workers have an incredible amount of practical experience; younger workers have often been in school more recently and so have spent more time studying newer technologies

and emerging market trends. Or, if you'd prefer it this way – if every older worker retired today, all your younger workers would be completely lost because they'd be trying to reinvent the wheel without an owner's manual; and if every younger worker were to magically disappear, then your company would vanish as soon as all your older workers retired.

We all need each other, and every generation at your company brings something useful to the table. So go find someone from a different generation than you, and give that person a hug. Then go buy them a cookie or a walrus costume or whatever it is that would make them happy. That person is either the reason that your company currently exists, or will continue to exist. And personally, I think that's totally worth a walrus costume.



# CLASSROOM DISCUSSION NOTES

---

---

---

---

---



## SELF-REFLECTION QUESTIONS

Is this training going to end with a hug or a fistfight? You'll know the answer to that soon!

**1.** Look back to your answer for Question #3 in Episode 1. Can you now think of some reasons why that person might have chosen to do things the way they did?

**2.** Look back to your answer to Question #4 in Episode 1. Would you still give the same advice, or would you modify it somehow based on what we've discussed in these videos? If the latter, how would you modify it?



**3.** What are three things you've learned that you believe will help you appreciate the value that other generations bring to your company?

**4.** What are three things you've learned that you believe will help you explain yourself or your reasons for doing things to people who disagree with you?

# CONCLUSION

## YOU SHOULD BE GENERATIONALLY TOLERANT NOW

And thanks for playing! I hope you've enjoyed this, and I hope you accidentally paid attention to some of it. If you did, then you are well on your way to becoming the kind of person others would call a "role model." Don't be surprised if people stop you in the hallways to ask for your autograph. It's not entirely impossible that your colleagues will soon commission a statue in your honor. That's how amazing you now are.

And to prove it, turn the page and receive your reward! Yes, yes, your real reward is the knowledge that comes from having completed this course, but it never hurts to get something tangible too. I was going to get you a helicopter so that you could begin building your very own helicopter army, but those things are expensive. So I got you the next best thing – a fancy certificate! And the best thing about it is that you can frame it! You can't say that about a helicopter now, can you? Exactly.



---

# AN ICON TO ALL GENERATIONS

---

This certificate hereby certifies that:

---

is an icon to all generations, in all places, for all time. People shall admire you in the street, and anyone who doesn't look at you will simply be too starstruck to make eye contact. It would not surprise me to learn someday that you have received the key to various cities, and I'm pretty sure somebody is writing a song about you right now. You are hereby officially allowed to talk to whoever you want to, because everyone will value your opinion. Which means this thing is going to be super handy whenever you get into your next discussion with a colleague or loved one.

*Jeff Harens*

Beloved By All Nations and Generations





THE **JEFF HAVENS** COMPANY is a unique corporate training company dedicated to delivering high-content professional development training in an entertaining and modern way. From leadership, communication, and change management to ethics, generational issues and more, we make learning fun. Because improving your business doesn't have to be boring.

Find out more about us and internationally recognized keynote speaker Jeff Havens at  
**JEFFHAVENS.com**

