

Generation Matters







Keys to Building Better Relationships



Content created in partnership with Generational Insights

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Communication Style Preferences

		Born: 1946-1964 Baby Boomers	Born: 1965-1979 Generation Xers	Born: 1980-2000 Millennials
Face to Face		Preferred	Don't like	Don't like
Phone call		Preferred	Don't like	Don't like
Letters		Neutral	Neutral	Don't like
Email		Preferred	Preferred	Neutral
Text		Don't like	Preferred	Preferred
Social media		Don't like	Neutral	Preferred

Source: Bea Fields, "A Company Divided: Bridging the Generation Gap at Work Through the Power of Communication," November 2009

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