



Culture Dynamics DCI

Inspiring Lives • Transforming Cultures



CONNECTING GENERATIONS @ THE WORKPLACE

*The Strategies of Managing &
Engaging Generational
Differences between Baby
Boomers, Gen X, Gen Y & Gen Z*

Culture Dynamics DCI (Malaysia) Sdn Bhd
(Reg. No: 201401007599) (1083677A)
www.culture-dynamics.com
info@culture-dynamics.com
+6012 804 0280



DCI
CONSULTING



Which generation is best suited to be CEO?

- ✓ What can be done to close the generation gaps, improve inter-generational communication and understanding?
- ✓ The goal is to find common ground and achieve the mission and vision together.

We are in the era where **4 distinct generations**: Baby Boomers, Gen X, Gen Y and Gen Z, all with their own perspective, styles and expectations are working together. Gen Z being the latest baby are in the workforce. The differences from each generation often create misunderstandings, stereotypes and conflicts. What used to work in the past no longer works now.

Some **Baby Boomers** are still actively working, and they could be a valuable resource for advice and experience. Some **Gen Xs** are on the verge of retiring and others are still thriving for higher career success. **Gen Ys** are the main middle management now and they represent a new generation of leaders with new management styles and ways of doing things while **Gen Z** are the growing workforce coming to disrupt and causing more generational issues.

This workshop strives to **uncover the differences, dismantle prejudices and sharpen sensitivities** between the generations. We focus on the Malaysian workforce where our demographics are different from other countries.

We examine the **influence of culture**, local values and the expectations of the different generations. We explore the qualities in making each generation successful and the organization to find its own success recipe on how to retain, develop and lead them across generations.

COURSE OBJECTIVES & BENEFITS



At the end of the session, participant should be able to:

- Have an **overview** of 4 generations (Baby Boomers, Gen X, Gen Y & Gen Z) and what make each generation different.
- Focus on **3 generations** of workforce ie. Gen X, Y & Z to find common ground to achieve company objectives.
- **Recognize the differences** in the generational values and the belief system and its influences in the behaviours at the workplace.
- Search for opportunities to create **synergistic collaboration** among 3 generations. •
- Develop strategies to manage, communicate, motivate and **retain** each generation.

This course shall benefit participants :

- **Increase their competency** levels in leading and managing a generational workforce.
- **Increase awareness** of different needs and expectations of each generation.
- **Enhance inter-personal skills** to deal with each other of different generation.
- **Explore solutions** to overcome barriers and conflicts of different generation.
- **Create synergy** in the workforce that leverages on each other's strengths, skills and expertise.

Our Methodology

- Our methodology is highly interactive with experiential activities based on multiple intelligences.
- Based on research of Malaysian socio-economic development and statistics. Some are on going research by Lily Lau.
- A variety of proprietary training tools, group discussion, team reflective circle, open space technology, storytelling, lecture with games and activities will be used to make learning **RELEVANT, FUN and IMPACTFUL!**
- In essence, our methodology is:
 - Interactive learning
 - Experiential activities
 - Facilitative training
 - Participant centered



WHO SHOULD ATTEND?



This program is suitable for:

- CEOs, Managing Directors, Directors, Department Heads, Senior Managers, Managers, Executives, Consultants, Professionals, Entrepreneurs or anyone who is in the position to lead and manage a generational workforce. Ideal for companies with multi-generational workforce with the need to integrate them for team effectiveness.
- Pre-requisite: To have an effective sharing and learning, it is proposed to have a mix of different generations (Gen X. Y & Z and even Baby Boomers) in the session.





1 Day only (Class can be done f2f or virtually)

Module 1: The Generations

- Overview of 4 Generations - Baby Boomers, Gen X, Y & Z
- Activity - Delights, Puzzles & Irritations among generations
- Characteristics of each generation

Module 2: The Malaysian Case

- USA vs Malaysian Generations - what's the difference?
- Perspective of Malaysian Generations on work, life, career & leadership

Module 3: Connecting the Generations

- Perspective of a Gen Y and / or Gen Z - sharing by a Gen Y & Z (to be discussed) • How to communicate & lead each generation
- Finding Common Ground
- Moving forward: Paradigm Shift to bridge gap & create synergy that leverage on each other's strengths, skills and expertise



2 Days of f2f Class

DAY 1

Time from 9:00 am – 5:00 pm

Module 1: The Generations

- An Overview of 4 Generations – Baby Boomers, Gen X, Y & Z.
- Activity: Delights, Puzzles & Irritations among generations
- Is Gen Y maturing or are they still a pain in the neck?
- Who is Gen Z? Who are they?

Module 2: The Malaysian Case

- USA vs Malaysian Generations – what's the difference?
- Perspective of Malaysian Generations on work, life, career & leadership
- Core Values of 3 Generations – that created the generation gap

Module 3: Managing & Engaging Generations

- Social media as the source of oxygen to Gen Y & Z
- How to communicate, motivate & lead each generation
- Building Trust & Relationship
- Is it Work-Life Balance or Work-Life Integration?

Module 4: Bridging the Gap

- The Great Debate – by 3 generations or Panel Interview of 3 generations (to be discussed)
- Finding Common Ground – What are the similarities, issues, challenges and opportunities of each generations?
- Moving forward: Paradigm shift to bridge gap & create synergy that leverage on each other's strengths, skills and expertise



LILY LAU

Lily Lau is the speaker, trainer, facilitator and consultant for multiple training workshops, seminars and conferences, with more than 18 years training and facilitation experience in culture, diversity, bridging generational gap, communication, interpersonal skills and corporate culture transformation.



She is the **Certified Master Trainer for Directive Communication Psychology**, and the pioneer in developing Colored Brain training business in Malaysia. Over the years, she has certified over 100 trainers and coaches and conducted over 600 training workshops and speaking engagements.

Lily was awarded for being the **Best Performing International Partner** and the **Best DC Master Trainer** by Directive Communication International and Arthur Carmazzi for 2 consecutive years in 2018 and 2020. Lily's name is listed in the 10 Trainer Thought Leaders to follow in 2024.

Based on the belief that every individual is unique and has the capacity to excel, given the right opportunities, Lily's training methodology breaks barriers, cultivates trust and creates synergies across cultures. She works with individuals from the psychological perspective by understanding their genetic thinking style and personal desire and combines the cultural influence background to provide holistic approach solutions.

Her articles on communication, generational and cross-cultural issues have been published in Leaderonomics & MyStarJobs newspapers, Smart Investors and Asian Quality magazines. Lily was interviewed in BFM radio on Malaysian generational issue and featured as a Directive Communication expert on the NTV7 Breakfast Show. Her passion is to travel, see new places, meet people and enjoy good food.



Master Trainer of
Directive Communication
Psychology in Malaysia



Master Certified
Colored Brain



Master Certified
Emotional Drives &
Motivation



DC Culture
Change Certified



HRDC Certified Trainer
(TTT/1542) @ Lau Chew Lee



Accredited by American
Institute of Business and
Psychology (AiOBP)