



EVERYTHING IS CHANGING!

*Effectively Leading in the
Multi-Generation Workplace
of Healthcare*

SPEAKER



JAY MCCHORD

CEO, McChord Inc.

Chief Encouragement Officer, The Spark Academy

CQO: THE HEALTH CARE SUPPLY CHAIN



LEARNING OUTCOMES

- ▶ Quickly recognize generational communication gaps, challenges & opportunities.
- ▶ Improve personal & professional communication skills to effectively motivate and manage across four generations.
- ▶ Communicate effectively to people inside and outside the hospital.

TWO HEADWATER ISSUES

- ▶ 8 seconds of attention span
- ▶ 4 generations in workplace



Traditional (Pre-1946)	Baby Boomer (1946-1966)
Generation X (1966-1981)	Millennial (1981-2000)



SCAPE
ISTRY

Embroid

SEA TOP

100% FREE
ESTIMATION QUOTE

“THE WHITE HONDA EFFECT”





Who are very different in the way they grew up **communicating**



Traditionalist

Boomer

Gen X

Millennial



HOW DO YOU DEFINE...

POWERFUL BUSINESS



KNOW THE TIMES

“DON'T WASTE A **18-36 MONTHS!** **CRISIS!**
EVERYTHING **WILL** CHANGE!”

Creative Cities Summit

Detroit 2008

What Adjustments Do You Need To Make?

CHANGING LANDSCAPE

- 68 Macy's stores closing.
- ALL Limited stores closing.
- 108 Kmart stores closing.
- 42 Sears stores closing.
- The largest transportation provider in the U.S. doesn't own a single car (Uber).
- The new largest hotel company in the world doesn't own a single hotel (Airbnb).
- Amazon just passed Wal-Mart as the nation's biggest retailer (and, much more valuable).

CHANGING LANDSCAPE

NBA WILL CONSIDER SHORTENING
GAMES DUE TO MILLENNIAL
ATTENTION SPANS

USA TODAY 1-13-17

NASCAR IMPLEMENTS NEW POINT
SYSTEM TO CHANGE HOW FANS
WATCH SPORT

NPR ALL THINGS CONSIDERED 1-24-17



CHANGING LANDSCAPE OF HEALTHCARE

March 2010

SUN	MON	TUE	WED	THU	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

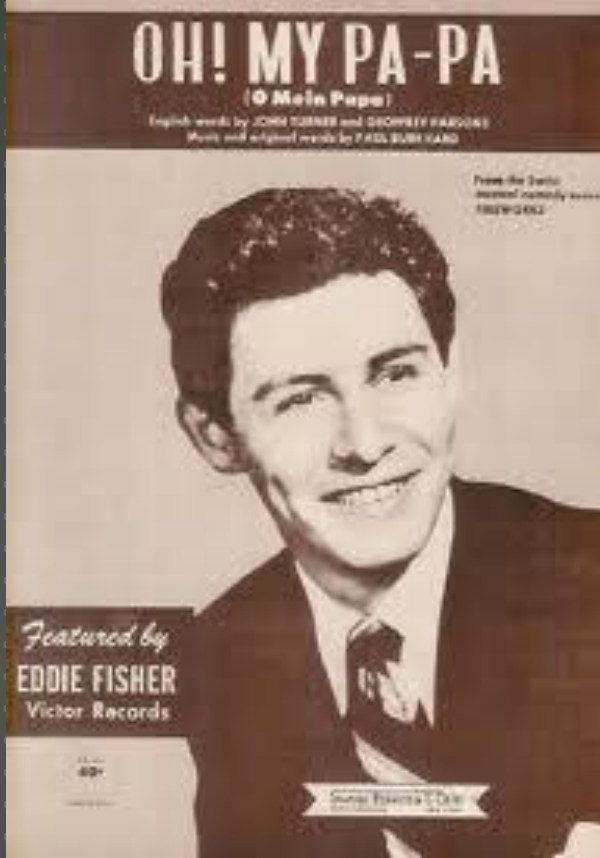
58 50 30 31

FOUR GENERATIONS

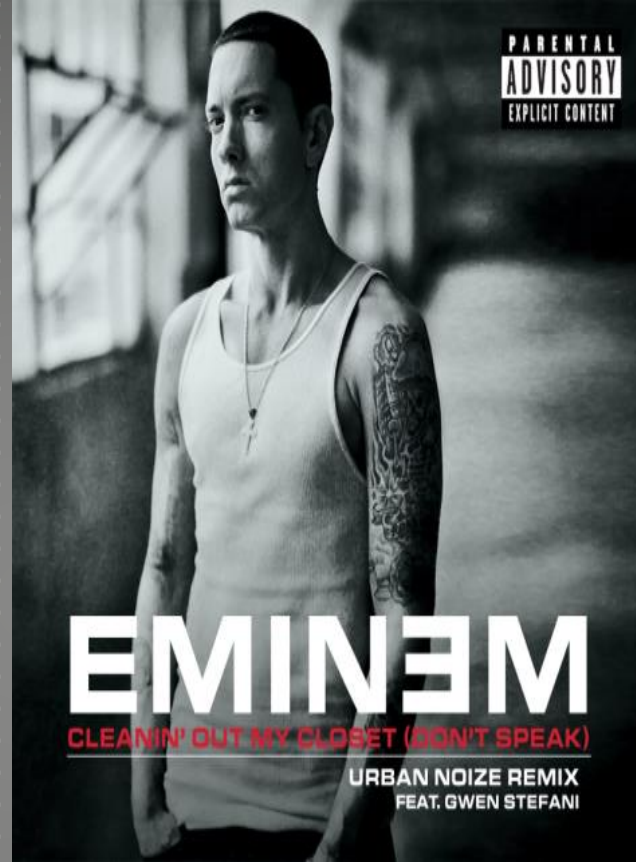
4 GENERATIONS SIDE BY SIDE

...WHAT WILL YOU DO?





1953



2003



COMPRESSION OF THE TWO TENS



10

10



10,000



10 YEAR WINDOW





SHOP WITH THE

NOW PLAYING

NOW PLAYING

BUENA VISTA
SCOOTER RENTALS
866-484-4797

RAPPALANNE'S
HATTERS

TRADITIONAL (PRE-1946)



TRADITIONAL (PRE-1946)

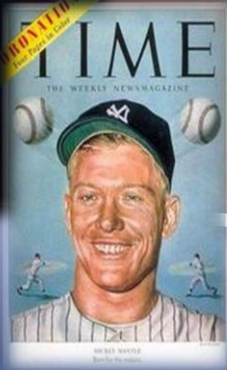


Rules

Take an Extra Minute



BABY BOOMER (1946 - 1966)



BABY BOOMER (1946 - 1966)

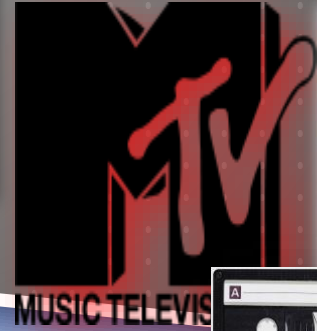
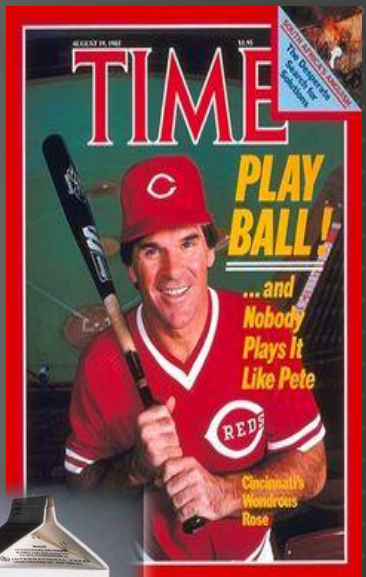
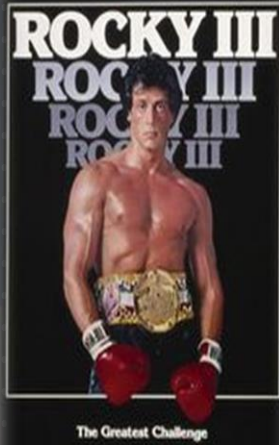


Freedom



Significance

GEN-X (1966 - 1981)



GEN-X (1966 - 1981)



Wealthy



Wisdom

MILLENNIAL (1981 - 2000)



The original iPod
ICNS-file and PNG. Sizes up to 1024x1024 pixels.



MILLENNIAL (1981 - 2000)



Focus



Prioritization

MILLENIAL (1981 - 2000)



Community



Authenticity

GEN-Z



8 year old Drives Sister to get Cheeseburgers



IT'S ABOUT RELATIONSHIPS

