

VICTOR PRIME

WORKSHOPS FOR SUCCESS



**TEAMWORK ACROSS GENERATIONS
(T.A.G.)**

THE COMPETITIVE EDGE TRAINING SERIES

participant guidebook

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"It can be tough to relate to people of different ages.

The key is to foster mutual respect between everyone on the team.

Once people understand that... the age gaps become unimportant

– Coach Rex Hagan

"Before everything else, getting ready is the secret of success."

Henry Ford

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ABOUT US



WHO WE ARE

Looking to inspire a handful of executives? How about hundreds of managers, or thousands of sales and customer relations representatives? VictorPrime brings you training that is more effective than any before. VictorPrime is the only provider of authority-driven performance enhancement from the world's top leaders. For the first time, everyone in your company will have access to training and motivation that excites them.

Your company will experience immediate and long-term results with VictorPrime's thought-provoking training and content. After completing the training program, each of your team members will have developed a personalized, focused action plan, along with the motivational means required for enactment.

The *Teamwork Across Generations* edition of VictorPrime features football's most successful and respected coaches via compelling content that will help you to improve performance across your entire company.

Learn more at www.VictorPrime.com

THE COACHES

MIKE DITKA is one of only two men ever to win the Super Bowl as a player, as an assistant coach, and as a head coach. A fierce competitor, TV sports commentator, and businessman, "Iron Mike" demands total commitment from himself and those around him. Now, he will inspire 100% commitment from you and your team.

As head coach of the New York Jets and son of coaching legend Buddy Ryan, **REX RYAN** knows what it takes to get the job done. You've got to want it, and you've got to "Give It All You Got." By building teamwork, earning loyalty, handling disappointment, and not employing excuses, Coach Ryan led the New York Jets to the AFC Championship game as a rookie coach with a rookie quarterback and a whole new way of doing business.

As head coach of the 2010 Super Bowl champions, the New Orleans Saints, **SEAN PAYTON** knows how to face great adversity and challenge — and win. Coach Payton not only led his team to success, but he also restored hope and glory to hurricane-ravaged New Orleans.

For seven decades, legendary Florida State football coach **BOBBY BOWDEN** led his teams to championship victories. The man knows how to motivate players and teams. As an inspirational speaker, Coach Bowden has reached hundreds of thousands of people seeking a higher level of greatness. Now you and your team have the opportunity to experience the best.



"When I got my first head-coaching job in 1955... many of the 'boys' I coached were actually older than I was.

How did I get those players to respect their younger, rookie head coach?

I gave them my respect first."

– Coach Bobby Bowser

"Your time is limited, so don't waste it living someone else's life... have the courage to follow your heart and intuition."

Steve Jobs, Stanford University Commencement Address, 2005

VICTOR PRIME: TEAMWORK ACROSS GENERATIONS (T.A.G.)

Welcome to the most exciting and engaging corporate training available. Before beginning VictorPrime T.A.G. training, read through this guide and ready yourself to start your team development. The strength of VictorPrime T.A.G. is in our powerful and experienced leaders who, through video content, inspire you and your team members to excel to full capability. The compelling training and content of VictorPrime will help you unlock your potential and recognize that you have what it takes to succeed.

GET THE MOST FROM YOUR EXPERIENCE

This participant workbook may be used in a group setting with a facilitator or solely as a self-study module. After extensive research, VictorPrime's T.A.G. series was specifically designed to promote dynamic communication and cross-generational understanding.

Cross-generational miscommunication is an issue that most companies experience. VictorPrime training consists of uniquely designed activities and questions that naturally encourage understanding and cooperation, while providing a guided framework for you to follow.

According to the directions provided, view each video segment and complete the exercises for each corresponding section.

APPROACHING THE MATERIAL

While the videos are the core of the training program, the workbook and exercises complement them in which you and your group will build the foundation of cooperation, understanding, unit cohesiveness, and team optimization. All of the activities and assessments support inter-generational team-building.

Participants will benefit by approaching the videos and exercises with willingness and open minds.

Inter-generational team-building is so important in today's workplace. VictorPrime makes it simple, fun, engaging, and easy to accomplish.

Prepare yourself to:

- Discuss & Interact
- Have Fun
- Learn & Improve
- Succeed



COMMUNICATION FOR A NEW AGE

You are currently a player in a groundbreaking and historic time for business.

For the first time in American history, four distinct generations are employed side-by-side in the workplace.

The multi-generational composition of the workforce has led to a critical need: developing communication strategies that bridge gaps in experience and worldview. It has never been more complicated or necessary to master multi-generational communication among team members, but Victor Prime has the game plan.

"One of the most important traits in the path to success is this: Tact.

I see this as the ability to recognize the moments in which it is important to listen.

That shows real confidence."

– Coach Sean Payton

"Every generation has its own old fashions, but folks religiously throw away the old."

– Henry David Thoreau

The following statements may sound familiar to you...

"I sometimes wonder at the lack of complete sentences I encounter in emails and other office communications."

"Why can't my new employee show up on time, shirt tucked in, and ready to take initiative and get to work?"

"If you need to talk to me, pick up the phone. I don't like email."

"I don't like talking on the phone. Email me."

"Tweet? Twitter? Why do my employees keep making bird noises in regular conversations?"

"Why do my team members keep sending me video clips of my pet and his antics?"

"I feel like some of my teammates see me on my phone they assume I'm playing Angry Birds."

"Text me. I don't check voicemail."

"Don't text me. Send me a voicemail."

"If you send me a voicemail, please state the subject. Don't just record 'call me back' because that's ambiguous!"

"What is a LOL?"

Because most of us communicate in American English, we don't necessarily perceive how vastly different each generation really is. Ever been confused by the slang or cultural reference of someone older or younger? Chances are this happens to you or our team members regularly.

In general we assume that people are like ourselves. This causes most of us to greatly underestimate the major differences in other age group's communication and behavior preferences.

According to The Society For Human Resource Management, the majority of large company HR managers have observed on-going conflicts among coworkers flowing from generational differences. Survey participants report that tensions typically stem from different perceptions and views concerning two very big topics:

**LOYALTY
and
RESPECT**

What do you believe is the best path to creating loyalty and respect among your team members?

- A) Gratitude & Protocols
- B) Culture & Shared Memory
- C) Communication & Understanding
- D) Leadership & Processes

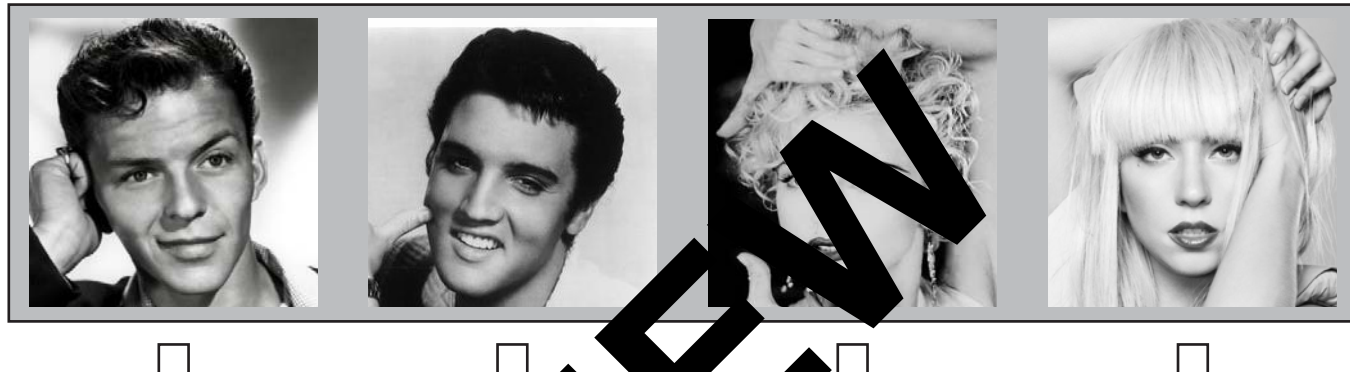
Each category plays a role. However, Communication & Understanding has proven to be the best path to creating Loyalty and Respect.

SELF-ASSESSMENT

TALKIN' 'BOUT MY GENERATION POP QUIZ

Before we define The Four Generations, take this pop quiz.

1) Which entertainer was a top pop star when you were growing up?



2) Which turbulent event do you remember from your youth?

- ☐ The Civil Rights Movement
- ☐ The Assassination of President John F. Kennedy
- ☐ The Challenger Disaster
- ☐ The Fall of the Berlin Wall
- ☐ The September 11th Attack on the World Trade Center

3) With this phone, my generation... (circle one)



(now circle the phrase that is most relevant to your phone choice above)

- Changed the world
- Reached out and touched someone
- Built our social network
- Expressed ourselves socially
- Flirted endlessly
- Started telecommuting
- Disrupted the status quo

GROUP EXERCISE: TALKIN' 'BOUT MY GENERATION

TALKIN' 'BOUT MY GENERATION POP QUIZ

IF STUDYING IN A GROUP:

Your facilitator will lead a 10-20 minute discussion about the *My Generation* pop quiz.

The goal of this discussion is to highlight the very different circumstances in which each one of us grew up.

How we grew up has a big impact on the way we view the world and how we operate with our peers and co-workers, as you will see in the following activities.

Share your answers and some related unique experiences, stories and anecdotes to open up the discussion on a personal level.

Remember, the key to cross-generational understanding is effective communication. The first step is to express yourself and identify what makes your generation different. Then, find common ground with individuals from other generations.

IF STUDYING INDEPENDENTLY:

Complete the quiz and consider what your answers mean in terms of how you navigate interpersonal work situations. How has your experience shaped you as a person and as a team member?

Try to enter the world in which your co-workers grew up. Consider what they likely shared their alternative worldview.



- Was communication "instant" when they grew up, or did it take time?
- What kind of music was driving their parents crazy? Was it Jazz, Rock or Hip-Hop?
- Was it common to wear a suit to work at all times, or were casual clothes acceptable?
- Did they grow up during The Vietnam War, The Cold War, The Post-9/11 Age of Terrorist Threats?
- What inspired them? Who were their idols (were they perhaps *American Idols*)?

THE FOUR GENERATIONS IN THE GENERATIONAL MATRIX

Now that you have completed the *Talkin' 'Bout My Generation* discussion and have considered how differing experiences contribute importantly to alternative worldviews, take a look at this Generational Matrix and see where *you* best fit.

Then, think about where your co-workers fit in and how variations among the Generations determine workplace outcomes.

Do you belong to the Silver Generation, the Baby Boomers, Generation X, or are you a Millennial?

GENERATION	SILVER GENERATION	BABY BOOMERS	GENERATION X	MILLENNIALS
				
BORN	1922 - 1945	1946 - 1964	1965 - 1980	1981 - 2000
VALUES	Discipline Steadfastness Respect for Authority Tradition	Optimism Involvement Competition Execution Innovation	Execution Competition Skepticism Flexibility Self-Reliance	Immediacy Realism Confidence Socialization High Expectations
WORK STYLE	Immediate	Workaholic	Focused	Personal
WORK ETHIC	"Nothing will get done unless I will get it done because this is what I have to do."	"I will put in as many hours as is necessary to be successful. When I'll put in even more hours than my competitors."	"If I apply myself continually to this task, I will complete it at an extremely high quality level."	"I will apply myself to this task more strongly if I can align it with my personal values."
COMMUNICATION PREFERENCE	One-on-one meetings. Paper memos. Complete sentences. Phone conversation, as opposed to email, because the human voice conveys much meaning. Often puts time into long-duration social games like golf. Often prints email.	Group or individual meetings. Phone conversations. Wants complete sentences in emails and expects a subject for every email. Often invests time in long-duration social games like golf.	Uses both land lines and cell phones. Reads memos but prefers direct one-on-one inperson communication. Long-duration social games like golf are often viewed as too time consuming. This generation developed faster-paced extreme sports.	Instant messenger, texting. Email is seen as relatively slow and not a 'real time' medium. Always connected. May not know how to address a paper postal envelope or understand that faxes require cover pages. Super fast at communicating with new technology yet is also dependent on such technology. Social games are played on the web and over the smartphone.
SOCIALIZATION	Circle of friends. Private clubs.	Industry networking, personal networking. Private clubs.	Organizations, clubs. New social networking mediums, like Facebook.	Socializes using Facebook.

4) Take a look at your answers in question 3. Some of the steps probably required you to learn to communicate better with your team members. Some steps likely required your team members to learn to better communicate with you.

Group the actions for question two into the two columns below. It is perfectly acceptable for some actions to be both INDIVIDUAL and GROUP.

INDIVIDUAL	GROUP
<p><i>EXAMPLE</i></p> <p><i>I was able to ask for and obtain more feedback from my team and boss. I used these new communication skills to obtain group input on how to update our company website and sales literature.</i></p>	<p><i>We all had a discussion about punctuality and expectations. We started using email and text messaging better in the company.</i></p>

5) Take a look at the GROUP box in Question 3. Which would you consider a good candidate to be a goal for your entire team?

INDIVIDUAL CANDIDATES
<p><i>EXAMPLE</i></p> <p><i>Start using both email and text messaging better as a company.</i></p>