



# **Shifting**Years

**Leverage the Power of Generations**

by Laura Goodrich

Trainer's Guide

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## About Star Thrower Distribution Training Programs

Star Thrower Distribution develops meaningful training programs intended to make an impact and enhance learning at all levels. The programs, designed to clearly teach new ideas, inspire viewers to take action and embrace change.

Because the fundamental purpose of training is learning, our materials are designed to make learning more effective. Our programs help viewers learn by understanding the topic, recalling the information, and applying it after the training has concluded. Successful training means participants can proactively use what they have learned because of the experience. Through effective storytelling, our programs quickly captivate the viewer and appeal to a wide spectrum of organizations. Star Thrower titles clearly introduce the concept, and the memorable stories create a strong connection for the viewer. The programs and support materials encourage the viewer to apply what they have learned as it is relevant to their personal and/or organizational values.

## Using a Star Thrower Title

Star Thrower titles can be used as independent learning experiences, or as part of other specific initiatives. In both circumstances, the programs help engage the participant and encourage creativity and a willingness to change.

Additionally, because the content presented in the program is fundamental and offers simple, yet solid learning points, viewers from a broad spectrum of organizations and audiences can apply what they learn to their own situations.

Star Thrower programs are developed to help the trainer thrive. They include a variety of support materials to make teaching easier for the trainer, and learning easier for the viewer. The trainer has multiple options to make the training successful; trainers are encouraged to review the included support materials, determine which sections are relevant to their needs, and consider how the information applies to their organization.

## About Shifting Years

*Shifting Years* is a full length Star Thrower program that discusses how multiple generations working together can result in exciting collaborations and innovations. By finding a common ground, respecting and leveraging differences, and letting go of assumptions, great things can happen!

## Materials Included with *Shifting Years*:

- TRAINER'S GUIDE:** This guide is intended to help the leader learn more about the program and develop a successful training session. It reviews the concepts in the program and offers general questions to use as a group.
- POWERPOINT™ PRESENTATIONS:** *Shifting Years* includes two PowerPoint™ Presentations. The first highlights the film's key points and corresponds with the questions found in the Trainer's Guide. The second corresponds with the Group Exercises.
- GROUP EXERCISES:** The group activities reinforce the messages discussed in *Shifting Years*. They also encourage interaction and discussion between participants.
- ADDITIONAL MATERIALS ON THE DVD:** Along with the full length program, the *Shifting Years* DVD includes an interview with Don Tapscott, one of the world's leading authorities on business strategy. In these 12 segments, Don speaks about business and the social impact of generations. Trainers can use the clips as reminders of the program's message, or in other ways they see fit. The DVD also includes a group activity that uses a short clip featuring Laura Goodrich.
- TRANSCRIPT:** For your reference, a complete transcript of the program is included with the materials.

## About Laura Goodrich



Suze Orman meets Katie Couric with a splash of Dear Abby and a Meg Ryan smile. Whip-smart and vibrant, down-to-earth and approachable, Laura Goodrich is an internationally recognized expert in the field of workplace dynamics and relationships. She has over twenty-five years professional experience, sixteen of which she has spent as a speaker, organizational trainer, coach, and consultant. Gifted with a magnetic presence, Laura naturally draws people in and makes them feel like a part of the action, and part of the solution. Her vision, business stories, and experience from all over the globe have earned her the reputation as someone who can create positive outcomes in even the most challenging workplace situations.

Laura is the author of the Seeing Red Cars book from Berrett Koehler. She is also host of a national radio program, and shares stories about incredible people for a major market television station. She has a degree in Training and Organizational Development from The University of Minnesota, is a member of the American Society for Training and Development (ASTD) and the National Speakers Association (NSA), and has received coach training from both the Corporate Coach University and the Coaches Training Institute.

## About On Impact Productions



Laura is co-owner of On Impact Productions, a company that supports your organization's initiatives by engaging employees through storytelling, books, films, and world-wide speaking. Real change is a process not an event. We don't create the wheel, we partner with you to move the wheel in the right direction. We produce powerful leadership stories that create insight and learning.

## Shifting Years Key Concepts:

- » View Differences as Opportunities
  - » Look Past Assumptions
  - » We're More Alike Than Different
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### KEY CONCEPT ONE

## View Differences as Opportunities

*“The secret is that successful teams don’t treat those differences as problems. Instead, they utilize them as opportunities.”*

In *Shifting Years*, Laura Goodrich discusses that now, for the first time in history, four different generations are on the job together. And because of that, it’s absolutely critical to understand how to work together to create success. Most of us have probably experienced tension, either at work, or in our personal lives, due to the generational gap. Instead of letting that tension define a relationship, we need to choose to collaborate and use these differences to create success. A primary component of being able to work with different generations on the job is shifting our perspective; instead of seeing these differences as a hassle or an inconvenience, we should learn to leverage them as opportunities.

It is true that people from different generations may have different skill sets, beliefs, work ethic, etc. If we actively choose to learn about these differences and how they can benefit us as individuals, and as a whole, a wealth of opportunities should open up before us.

## KEY CONCEPT TWO

**Look Past Assumptions**

*“We are all individuals, not stereotypes. We need to be intentional about creating positive relationships – but how do we do it?”*

It is easy to make assumptions about other people without ever having a conversation. The generation gap is ever-present. There are a lot of ways we might, even unconsciously, judge someone: their age, how they look, how they dress, etc. And sometimes, we let these assumptions cloud our idea of this person before giving them a chance and taking the time to get to know them.

To really succeed in a multi-generational workplace, we need to make an ongoing and conscious effort to look past these assumptions and take the time to get to know people as individuals. When we choose to positively work together and have an open mind, we can learn a lot about a person, and most importantly, we can create a base of respect and build a relationship built on trust.

KEY CONCEPT THREE

## **We're More Alike Than Different**

*"For any group to succeed, its members need to understand what they have in common. That's the basis for trust."*

When we take the time to get to know someone, even someone from a different generation, we may be surprised to find that we are more alike than different. Chances are, that when we make an effort, we will discover that we have even more in common than we thought. Instead of making a quick assumption about someone because of their age, have a conversation with them. Learn a little bit about their life and interests, about their history, and about their feelings on work. There is probably something there you can relate to. Remember that when working together, most everyone has similar goals: to do good work, to be successful, and to be recognized for their contribution

By getting to know a person for who they are, we create positive connections. We can also draw from other people's expertise, and find new ways to creatively solve problems.



## Group Questions

1. What key messages did you take away from *Shifting Years*?  
How is this applicable within your organization? What actions can you take to apply the lessons learned?
2. How can we be more intentional about creating positive relationships with those different from us?
3. What assumptions do you have of people from other generations? Do you know anyone who either fits into these assumptions or breaks them?
4. On occasion, we may have disagreements with colleagues or co-workers. Think about the last time this happened and how you handled the situation. How can building a foundation of trust and respect with your peers help you the next time this happens?
5. Have you ever been treated poorly or judged due to a generational divide?  
What happened? How did you handle the situation?
6. *Shifting Years* discusses how most people want to do good work and be successful. What other common goals can you think of that exist in your organization?
7. How can building trust result in more successful teams?
8. Do you work in a multi-generational organization or team? What generations are present?  
What challenges occur because of the difference? What benefits have you found?
9. Do you have any positive working relationships with individuals from a different generation?  
Has this enhanced your work experience in general?
10. Do you believe your organization values differences? Why or why not? Is it possible to increase or change this?
11. Think about your generation. What stereotypes/assumptions exist? Do you fall into these categories?



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