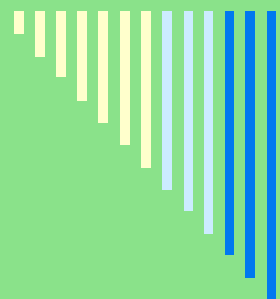


# Web 2.0 & the Generational Divide: Fact or Friction

Presenter: D. Mike Smith

Host: Karen Lubrecht



# Generation Model

**Traditionalist**

**1900 - 1946**

**Baby Boomers**

**1947 - 1964**

**Generation "X"**

**1965 - 1988**

**Generation "Y"**

**Millenials**

**1989 - 2008**



# Scenario

- Hal is in his early 70's and has owned his insurance practice for nearly 40 years
- He refuses to answer his young agents via email – often delaying decisions for an entire week impacting their results
- How would you approach Hal – and how would you guide the agents?



# Scenario

- Vicki, age 23, completed her Masters Degree in Nursing last Fall, with her undergrad in Education
- She has been hired to re-organize the Education of all nurses ONLINE
- Several nurses have indicated they see patient care as their responsibility – not taking quizzes online for credit
- What problems/suggestions does this pose?

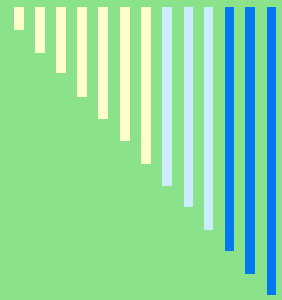


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# Audience Input

What are the issues in these scenarios?

So, if that's the problem, what are potential solutions?



# Survey Results



# Generation Model

<b>Traditionalist</b> <b>1900 - 1946</b>	<b>Baby Boomers</b> <b>1947 - 1964</b>
<b>Generation "X"</b> <b>1965 - 1988</b>	<b>Generation "Y"</b> <b>Millenials</b> <b>1989 - 2008</b>



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