

# M.E. at Sea 2025

## Generational Fusion: Bridging the Gap in Breast Imaging

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## Objectives

- Identify key values, communication styles and work expectations of each generation.
- Analyze how generational differences affect workflow, technology adoption, and team morale.
- Apply evidence-based strategies to reduce friction and increase collaboration.



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## When I was young, I played with:

- 1) Jacks, marbles, spinning tops
- 2) Gi Joe, View-master, Hula Hoop
- 3) Pound Puppies, Rubik's Cube, Cabbage Patch Kids
- 4) Beanie Babies, Super Soaker, Robotic Furby, Pokemon
- 5) Xbox, Nintendo Wii, Webkinz, Bratz dolls



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## Popular songs when I was growing up:

- 1) Boogie Woogie Bugle Boy, You Are My Sunshine
- 2) Respect, Like A Rolling Stone
- 3) Welcome To The Jungle, Pour Some Sugar On Me
- 4) I Gotta Feeling, Hey There Delilah
- 5) Drivers License, Supalonely



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## Famous individuals I remember most are:

- 1) George Burns, John Wayne
- 2) Carol Burnett, Richard Pryor, Bob Newhart
- 3) Chris Rock, Adam Sandler
- 4) Jennifer Lawrence, Robert Pattinson
- 5) Matt Rife, Billie Eilish



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## The most famous athlete when I was growing up:

- 1) Muhammed Ali, Wilt Chamberlain
- 2) Wayne Gretzky
- 3) Kobe Bryant, Tiger Woods
- 4) LeBron James, Michael Phelps
- 5) Patrick Mahomes



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## Technology I grew up with were:

- 1) Radio, jukebox
- 2) Color television, VCR, Sony walkman
- 3) Pocket calculators, phone answering machines, home computers, email, Atari
- 4) Internet, iPhone, MySpace, Blockbuster, Netflix
- 5) TikTok, streaming, ChatGPT, YouTube



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## Which TV shows/characters do you relate to?

- 1) I Love Lucy, Andy Griffith Show, The Lone Ranger
- 2) Gunsmoke, Bewitched
- 3) Seinfeld, Simpsons, Friends
- 4) Boy Meets World, Buffy The Vampire Slayer
- 5) Outer Banks, My Hero Academia, Attack on Titan



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## Which Generation Do You Identify With?

- 1) Mostly 1's: Traditionalist
- 2) Mostly 2's: Baby Boomer
- 3) Mostly 3's: Generation X
- 4) Mostly 4's: Millennial
- 5) Mostly 5's: Generation Z



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## COHORT



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## Generational Cohorts

- Groups of individuals who were born during the same period and experienced the same social, economic, political, and cultural events during early adulthood.
- Share similar values, characteristics, beliefs, attitudes, and behaviors throughout their lives.



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## Generational Cohort Theory

- Suggests that the shared experiences, significant historical events, and social trends during formative years shapes a cohort's worldview and influences attitudes, preferences and actions.



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## Generational Cohorts

- Grouping individuals by age/generation ALONE is not supported.
- Intergenerational biases flows in multiple directions.
- Aligning too closely with popular stereotyping can fracture workplace cohesion and performance.



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## Flourish Through Diversity and Minimize Conflicts

- Leverage unique strengths
- Foster collaboration
- Minimize misunderstandings
- Drive innovation and growth



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## Generational Cohorts

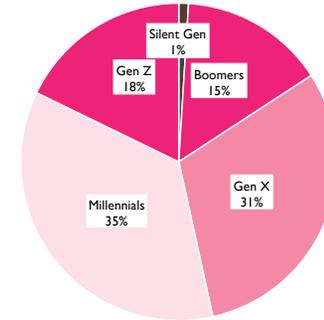
1. Silent Generation (“Traditionalists”): 1925-1945
2. Baby Boomers: 1946-1964
3. Generation X: 1965-1979
4. Generation Y (“Millennials”): 1980-1994
5. Generation Z: 1995-2009
6. Generation Alpha: 2010-2024



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## Today's Workforce Population?



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■ Silent Gen ■ Boomers ■ Gen X ■ Millennials ■ Gen Z

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## Breast Imaging Teams?

- Number of employees range from 3 to more than 20
- Team of 20 individuals:
  - 0 Silent Gen
  - 3 Boomers
  - 6 Gen X
  - 7 Millennials
  - 4 Gen Z



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## Generational Differences

- Shaped by
- Motivated by
- Communication preference
- Worldview



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## Baby Boomers

*Optimistic, competitive, workaholic, team-oriented*

**Shaped By:**

Vietnam War, Civil Rights Movement, Watergate

**Motivated By:**

Company loyalty, duty, teamwork

**Communication:**

Whatever is most efficient, including phone calls and face-to-face

**World View:**

Achievement comes after paying one's dues, sacrifice for success



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## Baby Boomers

**Key Assets**

- Driven and willing to do whatever it takes
- Team players
- Form solid relationships
- Want to please

**Challenge Areas**

- Hesitate to break out from the group or disagree peers
- Can be more self-focused
- May put process ahead of results



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## Baby Boomers

- 49% expect to, or already are, working past age 70 or do not plan to retire.
- 10,000 reach retirement age every day.



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## Generation X

*Flexible, informal, skeptical, independent*

**Shaped By:**

AIDS pandemic, fall of the Berlin Wall, "dot-com" boom

**Motivated By:**

Diversity, work-life balance, personal-professional interests vs. company interests

**Communication:**

Whatever is most efficient including phone calls and face-to-face

**World View:**

Favor diversity, quick to move on if their employer fails to meet their needs, resistant to change



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## Generation X



### Key Assets

- Adaptable
- Work independently
- Not intimidated by authority
- Can be highly creative
- Possess more technological literacy than older generations

### Challenge Areas



- May be impatient and show it
- Have poor people skills
- Tend to be more cynical



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## Generation X

- 55% of startup founders are Gen Xers.
- By 2028, Gen Xers will outnumber Baby Boomers.



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## Millennials

*Competitive, civic & open-minded, achievement-oriented*

### Shaped By:

Columbine, 9/11,  
the internet

### Motivated By:

Responsibility, quality  
of manager, unique  
work experiences

### Communication:

Instant messages,  
texts, emails

### World View:

Seeks challenge, growth &  
development, fun work-  
life balance, likely to leave  
if they don't like change



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## Millennials



### Key Assets

- Confident and ready to try something new
- Raised in work groups
- Will tell you what they think
- Multitask well
- Value helping others

### Challenge Areas



- Need clear direction & supervision
- Want instant rewards & gratification
- Don't follow the traditional chain of command
- Expect work to adjust to them vs adjusting to organizational needs



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## Millennials

- 75% of the global workforce will be made up of Millennials by 2025.



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## Generation Z

*Global, entrepreneurial, progressive, less focused*

### Shaped By:

Life after 9/11, Great Recession, Access to technology from a young age

### Motivated By:

Diversity, Individuality, Personalization, Creativity

### Communication:

Social media, texts, instant messages

### World View:

Self-identify as digital addicts, value independence, prefer to work with Millennial managers, innovative coworkers and new technologies



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## Generation Z

### Key Assets

- Technologically proficient
- Highly creative and innovative
- Ambitious and seek opportunities for growth
- Strong advocates for mental health and well-being

### Challenge Areas

- Potential gap in face-to-face interpersonal skills
- High expectations for flexible work environments
- Desire continuous real-time feedback



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## Generation Z

- 67% want to work at companies where they can learn skills to advance their careers.
- Research shows Gen Z healthcare workers are less engaged and more willing to leave their organization than previous generations.



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## Breast Imaging Teams

- Team of 20 individuals:
  - 0 Silent Gen
  - 3 Boomers
  - 6 Gen X
  - 7 Millennials
  - 4 Gen Z



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## Generational Friction and Divide

- Decreased productivity
- Higher turnover and lower retention rates
- Decreased innovation
- Inhibiting staff performance
- Miscommunication among staff
- Reduced workplace efficiency

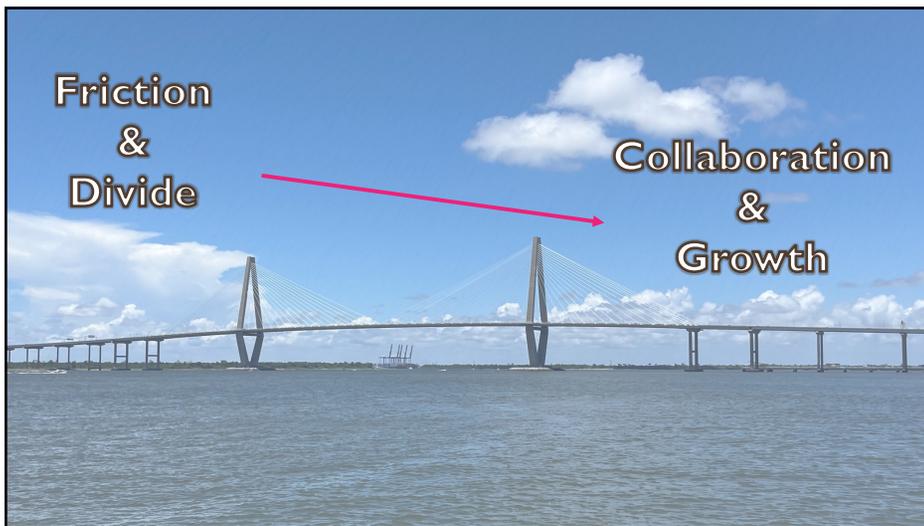


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Friction  
&  
Divide

Collaboration  
&  
Growth



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## Fusion Framework: Bridging the Gaps

1. Mutual Respect
2. Communicate to Collaborate
3. Mentorship/Reverse Mentorship
4. Shared Purpose



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## Mutual Respect

- 47% fewer generation conflicts
- Increased engagement
- Higher retention
- 36% higher profitability
- Elevated innovation and team performance



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## Mutual Respect

- Promotes employee engagement
- Enhances performance and productivity
- Drives innovation and creativity
- Increases individual willingness to share ideas, knowledge, and skills



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## Mutual Respect

- Respect work-life boundaries
- Ask meaningful questions
- Avoid stereotypes and generational biases
- Ask, don't assume
- Find shared values
- Practice active listening



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## Fusion Framework: Bridging The Gaps

1. Mutual Respect
2. **Communicate to Collaborate**
3. Mentorship/Reverse Mentorship
4. Shared Purpose



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## Communicate to Collaborate

- Misunderstanding and frustration arise from varying communication preferences
- Communication is at the heart of all organizations
- Primary difference among generations in the workplace is rooted in communication styles



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I don't like when people text me abbreviations at my old age. I get a text that says "GM." Well, General Motors To You Too!



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## Finish The Phrase! What Does That Mean?

- |                      |               |
|----------------------|---------------|
| • Let sleeping.....  | • Drip        |
| • Beauty is in.....  | • No Cap      |
| • Throw in.....      | • Rizz        |
| • Burn the.....      | • Bet         |
| • Take the bull..... | • Touch Grass |
| • Beating a.....     | • Delulu      |

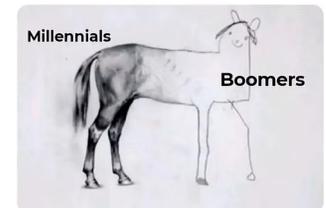


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## Communicate to Collaborate

- Digital Newcomers = Baby Boomers
- Digital Immigrants = Gen X
- Digital Early Adopters = Millennials
- Digital Natives = Gen Z



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## Communicate to Collaborate

- **Boomers** – favor auditory interactions, in-person meetings, phone calls, nuances of voice and a personal connection can convey sincerity and commitment
- **Gen X** – visual communication, clear and concise presentations, documents that allow them to grasp how things work quickly, “just the facts”



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## Communicate to Collaborate

- **Millennials** – prefer text & instant messaging for convenience, value the ability to facilitate quick, collaborative exchanges
- **Gen Z** – fluent in short-form content, visual communications (GIFs, emojis), favor fastest communication methods that support quick, relevant bursts of thought, comfortable multitasking across multiple platforms at once



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## Communicate to Collaborate

- Know your audience
- Try something else
- Set mutual expectations
- Encourage flexibility
- Use a combination of communication formats
- Leverage individual strengths



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## Fusion Framework: Bridging The Gaps

1. Mutual Respect
2. Communicate to Collaborate
3. **Mentorship/Reverse Mentorship**
4. Shared Purpose



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## Mentorship/Reverse Mentorship

- Supports opportunities for professional growth
- Increases work satisfaction
- Builds interpersonal relationships
- Enhances motivation



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## Mentorship/Reverse Mentorship

- Individuals who have been mentored are more likely to go on to mentor others.
- Of those with a mentor, a majority find the relationship valuable.



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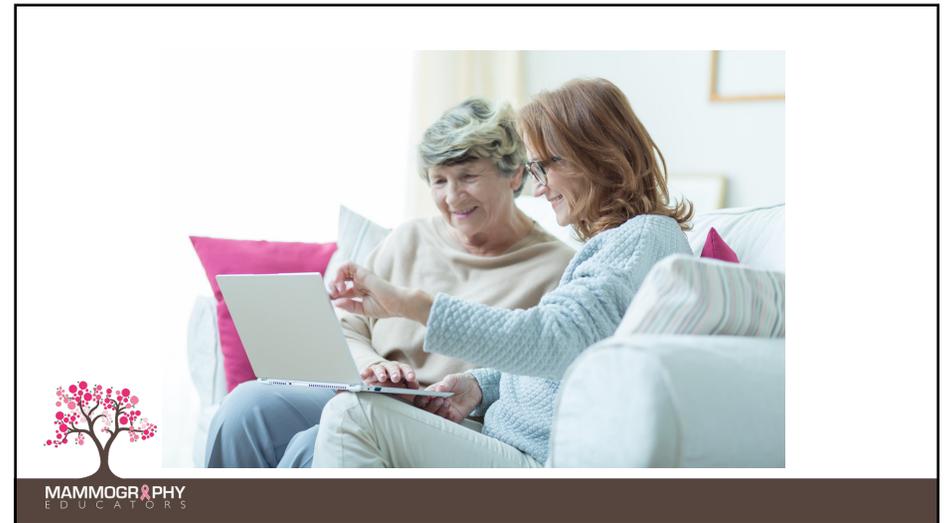
## Mentorship/Reverse Mentorship

- **Mentorship** – a guidance relationship where a senior individual shares knowledge and experience to develop a less experienced person (mentee).
- **Reverse Mentorship** – allows a junior individual to guide a senior colleague, sharing new skills and perspectives.
  - Commonly seen in technological areas.



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## Reverse Mentorship

- Fosters mutual learning and cross-generational collaboration.
- Employees exchange knowledge, insight or tips (technical skills, soft skills or institutional knowledge).
- Offers expertise without condescension and embraces guidance without resistance.



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## Mentorship/Reverse Mentorship

- Ensures mutual trust and respect between mentor and mentee.
- Creates a safe and open environment for discussion.
- Engages active listening.
- Sets clear expectations and objectives for each session.
- Provides opportunities for feedback and reflection.
- Keeps sessions regular and consistent.



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## Speed Mentoring Session

- 1) What are some of the biggest changes you have seen in the industry over the years?
- 2) How can we leverage technology to improve work processes and outcomes?
- 3) What is an ongoing challenge for you in your workplace?
- 4) What is one habit that has helped you thrive in a collaborative workplace environment?
- 5) What are some of your personal interests and passions outside of work?



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## Fusion Framework: Bridging The Gaps

1. Mutual Respect
2. Communicate to Collaborate
3. Mentorship/Reverse Mentorship
4. **Shared Purpose**



## Shared Purpose

- Builds team cohesion.
- Improves decision making.
- Helps foster knowledge sharing and succession planning.



## Shared Purpose

- What excites you about being a mammographer?
- What is your organization's mission?
- What is the goal of the current task you are doing?



## Shared Purpose

- Place emphasis on those who benefit from your personal work and the work of your team.
  - External patients
  - Internal colleagues
- Reflect on individual impact.
- Celebrate collective achievements.
- Integrate purpose into daily operations.



## Shared Purpose

Regular reminders of the **WHY!**



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## Conclusion

- Intergenerational collaboration can be one of the greatest assets and competitive advantages of today's workplace.
- Reskilling and lifelong learning will become a necessity of all generations.
- Workplaces can thrive when grounded in mutual respect, communication, mentorship and shared purpose.



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