

you are dealing with. Then determine how they use technology and their default technology, such as Google Docs, Slack, or email. Once you have determined this information, you can determine the correct sentence pattern or structure to employ (the email template in Chapter 1 can help you create your message). And as a result of each step, as the top of the triangle of digital trust shows, you will be able to categorize and recognize the technology and pattern to clarify your message and build trust.

By fine-tuning your use of technology, you will reduce the barrier of misunderstanding that leads to mistrust. Figure 2.2 shows the generational anchoring benchmarks and patterns that will help you do exactly that.

Technology Anchors	Boomers Born 1945–1960	Gen Xers Born 1960–1980	Millennials Born 1980–2000	Gen Zers Born 2000–2020
Born into Technology	Radio	TV	Computer	Share and savvy
Adaptive Technology	TV	Computer	Share	Lock and share
Technology: Self	Forced to learn for work	Used in isolation to share with others	Group socialization	Group knowledge

Cues and Prompts	Boomers	Gen Xers	Millennials	Gen Zers
Technology and Learning	Calculators and typewriters	Computers	Group work (Facebook groups)	Group work with shared documents
Technology and Team	Worked in isolation, supported team	Worked on personal computers for team	Teamwork with technology	Team is technology
Technology and Disruptors	Loss of dialogue	Loss of human association	No sharing	Not linked
How to engage	Call them, talk to them, leave a voicemail	Get them together as a group; allow them to brainstorm and report	Develop them with learning; let them “like,” be liked, and learn	Provide opportunities to share and learn

FIGURE 2.2: Generational Anchoring Benchmarks: Trust

GENERATIONAL ANCHORING BENCHMARKS: TRUST

The generational anchoring benchmarks around trust and technology are derived from common generational experiences and patterns

