

BRENDA INIGUEZ – FRUITION PARTNERS

Q: How do you reconcile "adding pictures" to make millennials happy, with the avoidance of pictures from the boomers?

A: It's something the boomers have had to "get over" – there are things you just do and don't share at work. It's taken some growth, a good way to start is non-threatening work pictures, ones that are very flattering. Use ones where people are having fun in the workplace – it's a good way to start. Most people like to feel like they were included, it's a great way to start bridging the gap. They're just fun pictures, and help us relate one to another.

Q: What happens after Generation Z?

A: It's interesting, and it takes a little while, as you can see, generations are the product of the world around them. You can't really forecast. Truthfully Gen Z – there's no other letter in the alphabet for us to use but "boomers" isn't a letter, it's a characteristic, but Gen Z may be called the iGen, so we'll have to see. We'll have to see what the things are that influence their world.

Q: How do we define those at borders? 1-3 year to join new or go away from the previous category?

A: Especially those on the fringe, they have strong characteristics and traits of both, it's often to your advantage if you're on the cusp – 37 is probably still tech savvy, and an early adapter, but will also have the business savviness of boomers. It's an advantage to be in the cusp like that.

Q: Which category behavior is more reflected? What's the common denominator through all the generations?

A: Collaboration – it's the reason we're all talking about this, respective and acknowledging our differences. The whole goal is to bring what we have and our knowledge together.