



Navigating Stereotypes and Biases as we Advise the Next Generation

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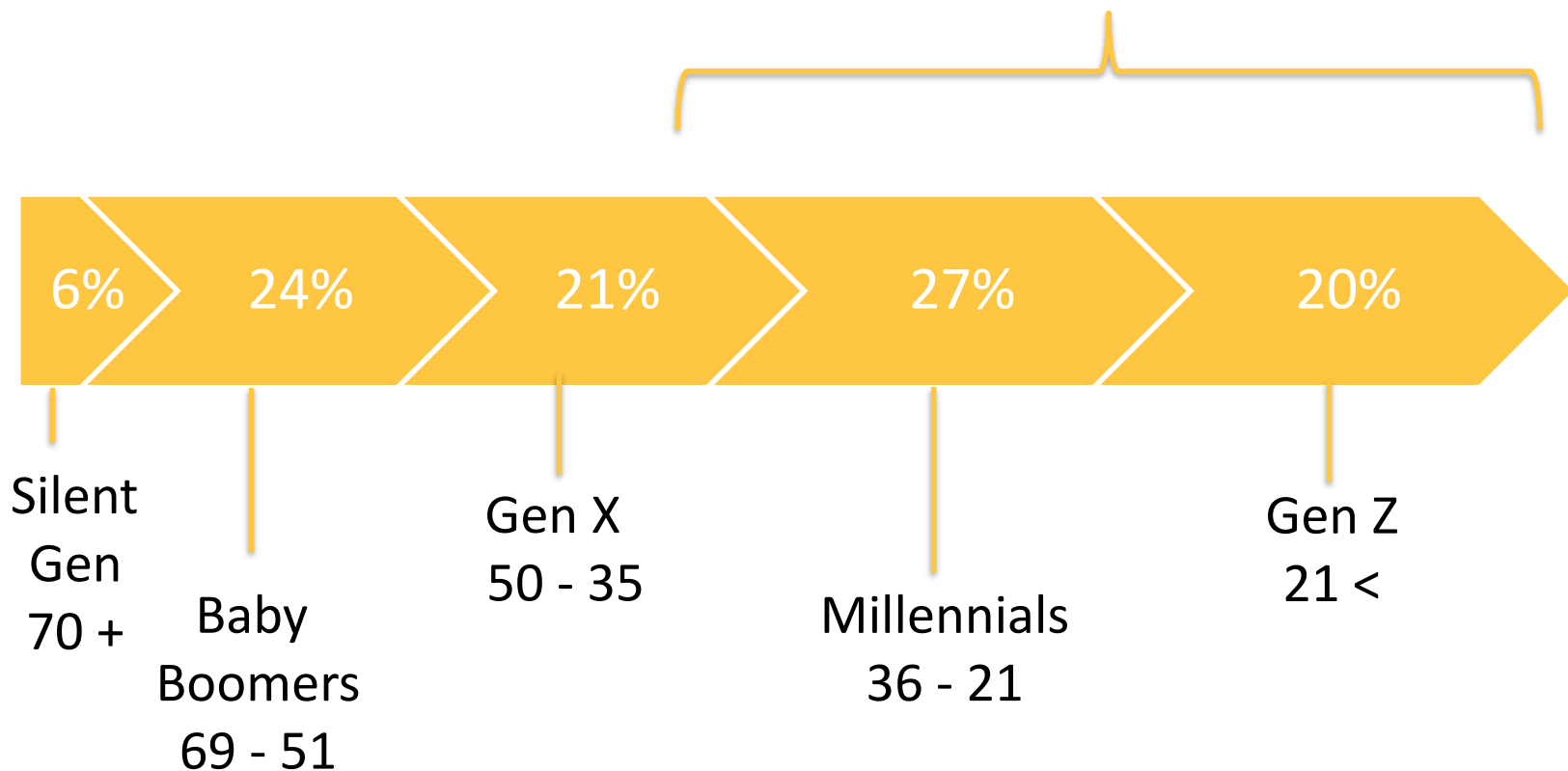


Goals for our time today

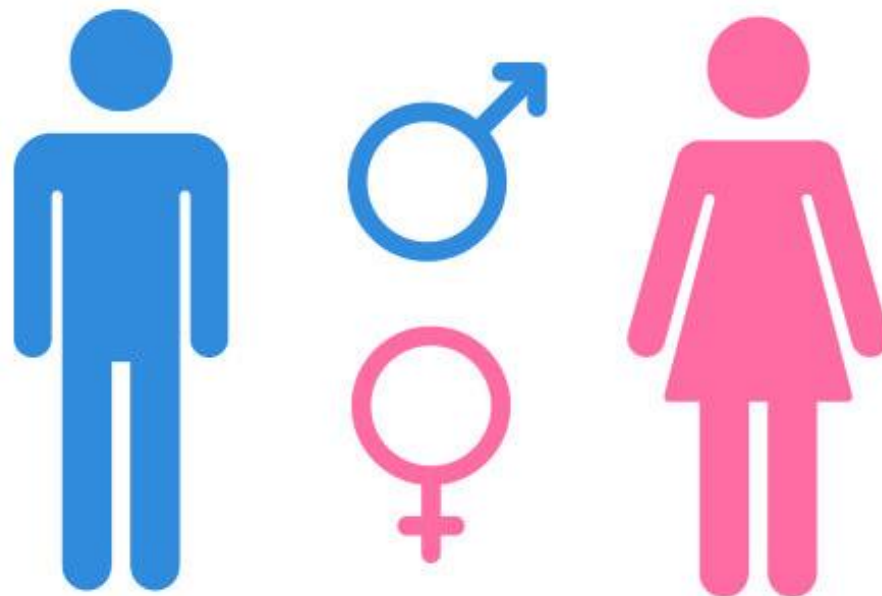
- Discuss generational differences and common gender stereotypes
- Define common biases and the impact they have on our ability to connect and relate
- Discuss ways to deepen relationships with next generation clients

Why does this matter?

The “Next Gen”



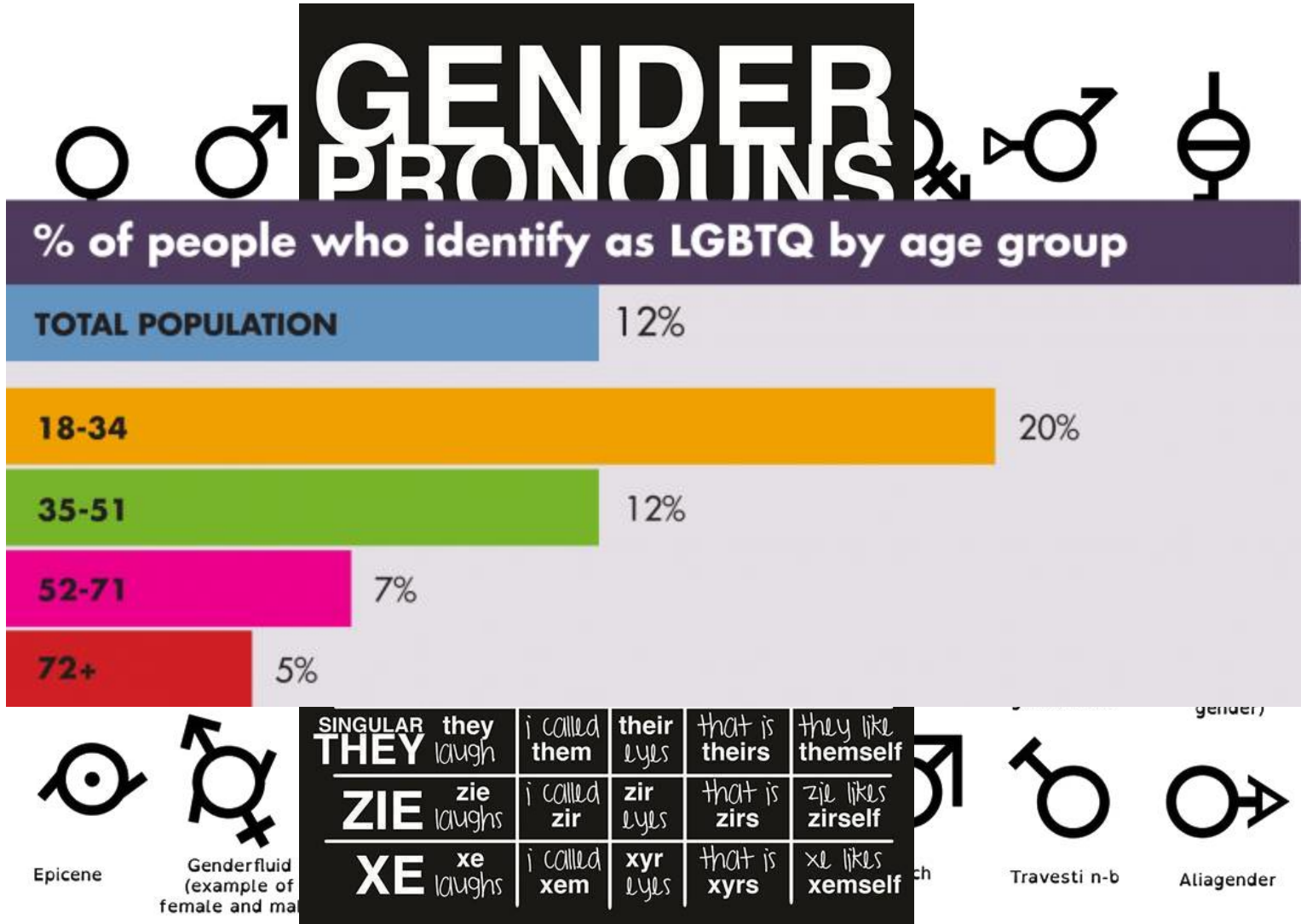
Gender stats



US Population	49%	51%
College Educated	33%	38%
Breadwinner	60%	40%
Controller of wealth	40%	60%
Life expectancy	77 Years old	82 years old



Gender today



Generational considerations



Traditionalists/
Silent Generation
1925-1945



Baby Boomers
1946-1964



Generation X
1965-1980



Generation Y/
Millennials
1981-1999



Generation Z
Gen I
2000-

Millennials

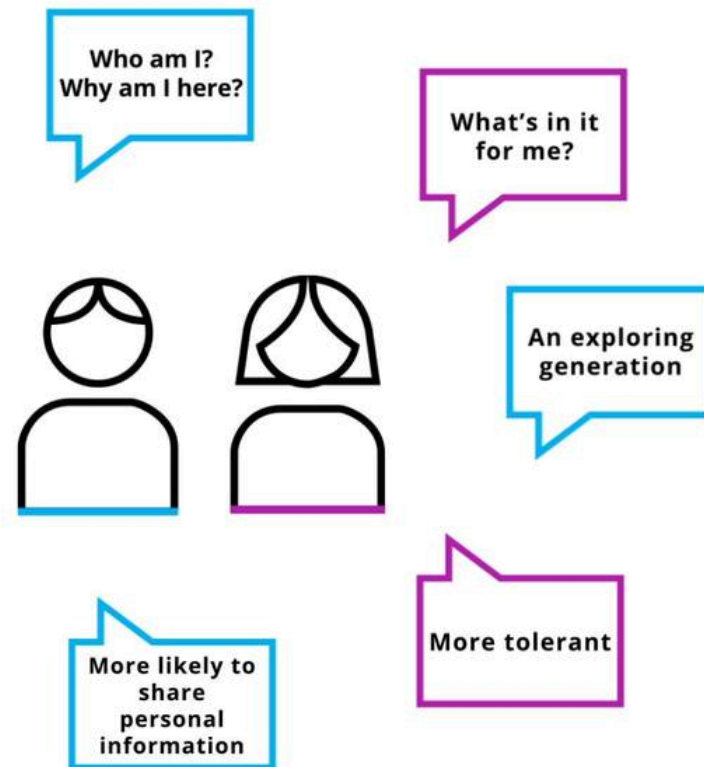


Gen Z is different

Generation Z



Millennials





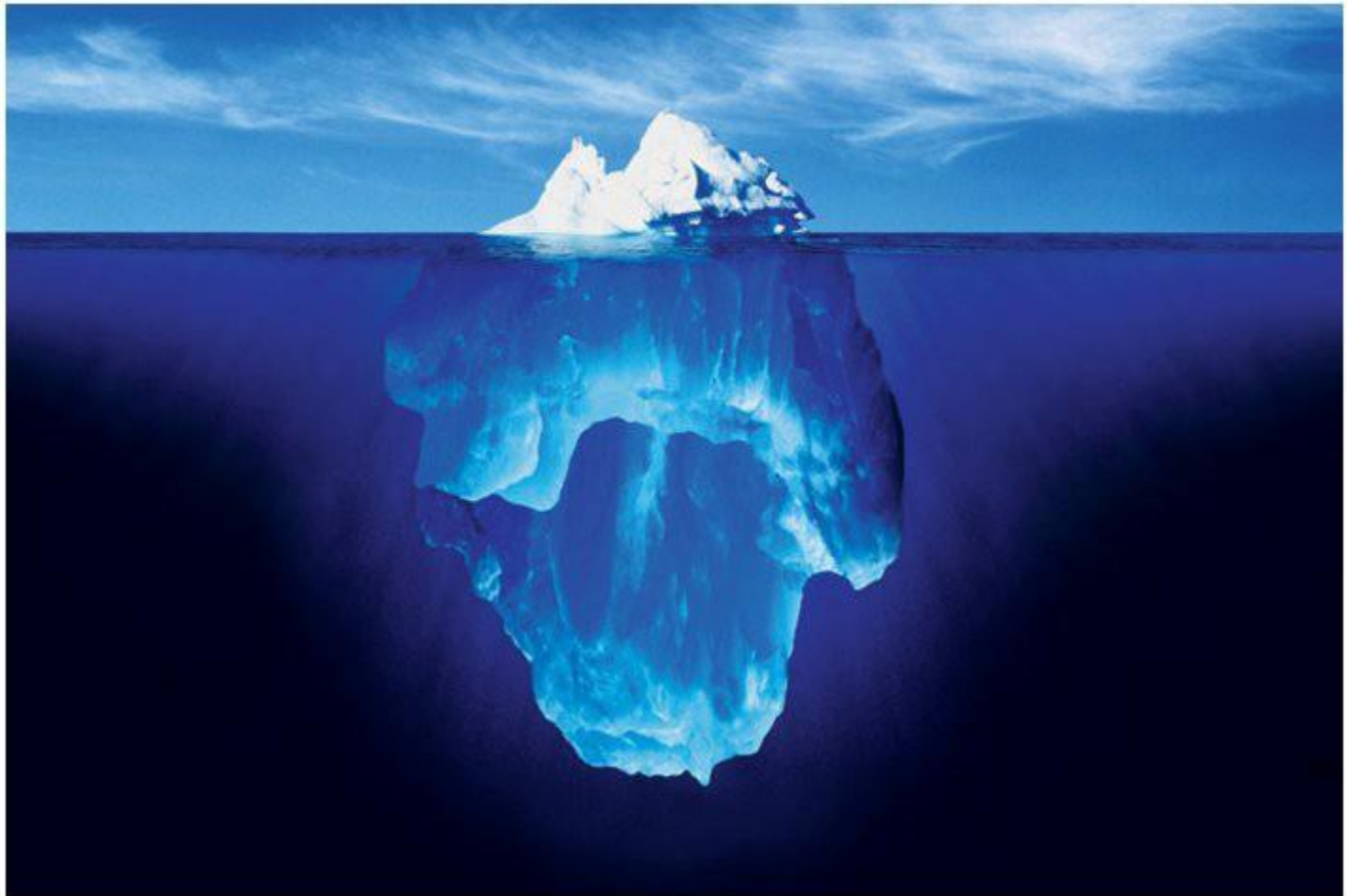
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Exploring Biases



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Explicit and implicit biases





Consider...

“A father and son were involved in a car accident in which the father was killed and the son was seriously injured. The father was pronounced dead at the scene of the accident and his body was taken to a local morgue. The son was taken by ambulance to a nearby hospital and was immediately wheeled into an emergency operating room. A surgeon was called. Upon arrival and seeing the patient, the attending surgeon exclaimed “Oh my God, it’s my son!’ Can you explain this?”

Exploring bias

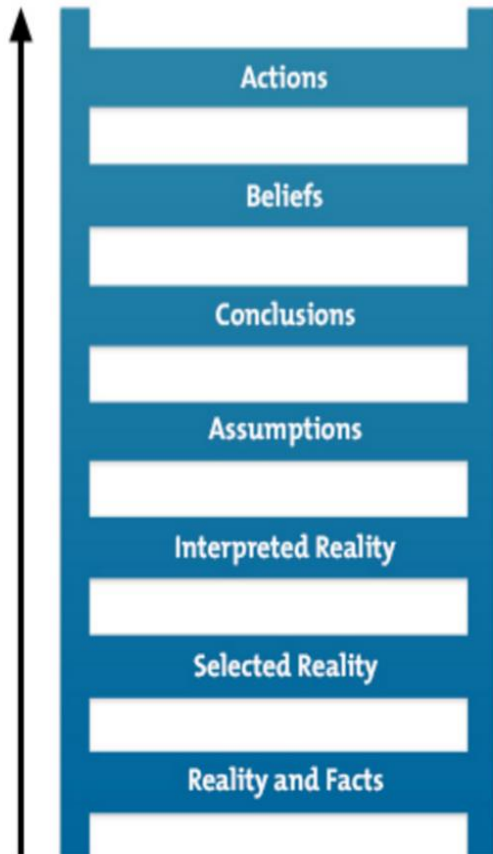


Why does it matter?

- Our job as advisor is....
- Our job when advising on trust language is...
- Our job when educating on a topic is...
- Our job as trustee is...



Ladder of inference



Client reschedules at least 3 times
every time we are scheduled to
meet



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What can we do?

What do we do?

SPACE

- Slowing Down — being mindful and considered in your responses to others
- Perspective Taking — actively imagining the thoughts and feelings of others or ASK THEM
- Asking Yourself — active self-questioning to challenge your assumptions
- Cultural Intelligence — interpreting a person's behavior through their cultural lens rather than your own
- Expand — the formation of diverse friendships

What can we do?

- Really listen
- Ask first
- Apologize if you make a mistake
- Keep learning



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Questions



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