

January 23, 2025  
Invitation from  
ASQ Quality Management Division  
Virtual Webinar

DATE:

Thursday  
January 23, 2025

This is a virtual/online  
webinar via Webex. Log-in  
information will be provided  
on the registration  
confirmation email.

Time: 3:00 pm – 4:00 pm PST

(check website to confirm time)

Cost: No charge for ASQ  
members and non-members

**Advance registration is  
required for planning purposes  
and to receive RU credit  
following the meeting.**

Attendance at this meeting earns  
RUs toward ASQ recertification.

More information about ASQ's  
Quality Management Division is  
available [here](#).

For more information about our  
ASQ section and other upcoming  
events: [www.asq614.org/](http://www.asq614.org/) or our  
[myASQ community site](#).

## Generations: Who am I talking to – or Who should it be with?



### Jd Marhevko

ASQ Fellow, CQE, CMQ/OE, CSSBB, MBB  
VP of Quality, ZF Group Electronics & ADAS Division

The workplace (and the world) is more diverse than ever - especially when it comes to generational representation.

For the first time in history, there are five generations in the workplace (there are differing opinions on some of the dates):

- Traditionalists—born 1925 to 1945
- Baby Boomers—born 1946 to 1964
- Generation X—born 1965 to 1980
- Millennials—born 1981 to 2000
- Generation Z—born 2001 to 2020

What kinds of challenges does this present? How do generational workforce differences affect our ability to communicate effectively with others? And what are the traits, beliefs, and life experiences that mark each generation, influencing how they work, communicate, and respond to change?

In this session, Jd will share information about:

- The five generations
- Approach techniques in discussions to enhance communications
- A Plan, Do, Check, Act approach for communicating cross-generationally

*About the speaker: Jd Marhevko is VP of Quality for the Electronics & ADAS Division at ZF Group. She holds a BSE and MSA, is an ASQ Fellow, Shainin Medalist, CMQ/OE, CQE, CSSBB and MBB. She is also an ASQ Certified Trainer, STEP Ahead Awardee, and in 2018, was recognized by Crain's as a notable Woman in Manufacturing. Jd has co-authored several books and articles on Lean and Quality Systems; most notably, Accuride Corporation's Lean Management 50-50-20.*