







LEARNING OBJECTIVES

- Identify common differences between generations
- Determine ways to motivate each generation
- Effectively communicate across generations
- Create a plan to manage multiple generations successfully



 **DO YOU KNOW THE ANSWER?**



What does “YOLO” mean?

Name all four Beatles.



On Tinder, what would you do if you really liked someone?


Who can turn the world on with a smile?

What show had the character Aunt Bea?

What is a Periscope?

Source: EllenTV.com — “Baby Boomers vs. Millennials”

 **SURVEY**

Which generation characterizes you?

- A. Traditionalists (also called Veterans/Silent) (1900 – 1945)
- B. Baby Boomers (1946 – 1964)
- C. Generation X (1965 – 1980)
- D. Generation Y/Millennials (1981 – 1999)
- E. Generation Z (also called Gen2020) (after 1997)
- F. Cusper – a person considered to have been born on a cusp between significant generations









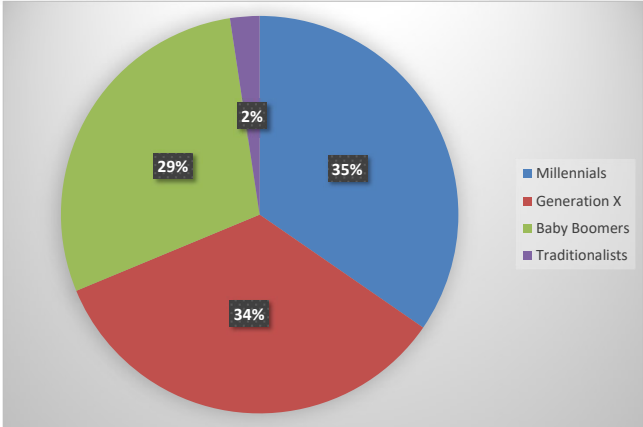
 

CHART COMPARING THE 5 GENERATIONS

Traditionalists	Boomers	Gen X	Millennials	Gen Z
				
72+ years John Glenn, Elizabeth Taylor	53 – 71 years Oprah Winfrey, Mick Jagger	37 – 52 years Michael Jordan, Brad Pitt	18 – 36 years Prince William, Ariana Grande	0 – 17 years Rico Rodriguez, Sasha Obama
Dedicated, Company first, Pay your dues	Workaholic, 60+ hr, Driven, Quality	Balance, Work smarter, not longer, Self-reliant	Ambitious, Multitasking, Tenacity	Honest, Open, Entrepreneurial




GENERATIONAL SNAPSHOT OF THE WORKFORCE



Generation	Percentage
Millennials	35%
Generation X	34%
Baby Boomers	29%
Traditionalists	2%


Source: Fry (2015)



LEADERSHIP



"A GREAT PERSON ATTRACTS GREAT PEOPLE AND KNOWS HOW TO HOLD THEM TOGETHER."


JOHANN WOLFGANG VON GOETHE

 **TRADITIONALISTS/VETERANS (1900 – 1945)**

Stats/Other Info	Characteristics	Supporting Them
AKA: Traditionalists, Silents, Matures	Value direct leadership, hard work, order, respect, authority and discipline	Ask them how their experiences can help you, and take their suggestions seriously
2% of workforce	Detail-oriented, prefer being an expert	Clarify how things are done, so they know the "rules"
Influenced by the Great Depression	Willing to climb the ladder patiently	Help them to understand technology
Influenced by war times and patriotism	Uncomfortable with conflict	Offer them opportunities to mentor

Source: Academy for Professional Excellence (n.d.)




 



BABY BOOMERS (1946 – 1964)

Stats/Other Info	Characteristics	Supporting Them
AKA: Golden Boomers	Workaholics, desire quality, team players, question authority, face-to-face communication	Ask them how their experiences can help you, and take their suggestions seriously.
29% of workforce	Consensual and collegial leadership style	Discuss with them the importance of being a team player
Following World War II	No balance, work to live	Help them to understand the need for balance
Individualized freedom (especially in Western countries)	The civil rights movement, the feminist cause of the 1970s, gay rights, rights of persons with disabilities, and the right to privacy	Ask them about how their experiences brought about a change



Source: Academy for Professional Excellence (n.d.)






GENERATION XERS (1965 – 1980)

Stats/Other Info	Characteristics	Supporting Them
34% of workforce	The “Me” generation – status seekers	Use email primarily for communication
Shaped by Watergate and Woodstock	Self-reliant, pragmatic, resourceful, creative, adaptive to change, entrepreneurial, skeptical	Ask them for feedback, and provide regular feedback to them
Were the “latchkey” kids	Dislike being micromanaged, willing to break rules	Provide an emotionally safe environment, and use an informal style of communication
Entered the job market in a period of massive layoffs	Lack a sense of loyalty	Provide opportunities to increase knowledge

Source: Academy for Professional Excellence (n.d.)









GENERATION Y/MILLENNIALS (1981 – 1999)

Stats/Other Info	Characteristics	Supporting Them
AKA: Echo Boomers, Millennials, Internet Generation, Nexters	Volunteer-minded and socially/globally conscious	Communicate expectations and roles right away
34% of workforce	Looking for meaningful work and internal achievement	Provide a sense of belonging; use groups and teams
Raised at the most child-centric time in our history	Achievement-oriented, expect work-life balance	Provide non-monetary rewards
Came of age among technology, constant media stimulation, economic extremes, school violence, HIV/AIDS	Team and relationship-oriented, and value positive reinforcement	Focus on interpersonal skills, and provide opportunities for growth



Source: Academy for Professional Excellence (n.d.)

GENERATION Z (AFTER 1997)




Stats/Other Info	Characteristics	Supporting Them
AKA: Zeds, Post-Millennials, Homeland Generation, The Founders, Plurals	Like to stand out rather than fit in	Expect recognition, like positive reinforcement
1% of current workforce; 20% in 10 years	Globally focused	Visual and hands on learners
Digital integrators in that they have integrated technology seamlessly into their lives, and having used it from the youngest age, it permeates almost all areas of their lifestyle and relationships	The first fully global generation, shaped in the 21 st century, connected through digital devices and engaged through social media	Don't need an instructor's manual, intuitively figure it out

Source: McCrindle (n.d.)






TECHNOLOGY

Traditionalists	Boomers	Gen X	Millennials	Gen Z
Adapted	Acquired	Assimilated	Integral	Integrated




PREFERRED COMMUNICATION STYLE

Traditionalists	Boomers	Gen X	Millennials	Gen Z
Formal	Less formal, use first names	Blunt, direct	Polite	
In person, memos	In person	Email #1 tool	Email and voicemail #1 tools	In person

VALUES


Traditionalists	Boomers	Gen X	Millennials	Gen Z
Honor, dedication, attendance	Ambition, equality, collaboration	Diversity, meaningful work, casual workspace	Long-term relationships, career development, collaborative	Salary, image, social activism






UNDERSTANDING DIFFERENCES

Attitudes, practices and perceptions differ:

- Work hours
- Work-life balance
- Punctuality
- Salary expectations
- Professional dress
- Expectations for advancement







GENERATIONAL FEEDBACK




Traditionalists	Boomers	Gen X	Millennials
“No news is good news.”	“Feedback once a year and lots of documentation.”	“Sorry to interrupt, but how am I doing?”	“Feedback whenever I want at the push of a button.”



Source: Adams (2007)






STRATEGIES FOR MANAGING MULTIPLE GENERATIONS

- Build age differences into diversity trainings.
- Engage your employees by understanding their needs.
- Think skills, not age.
- Provide opportunities for generational blending.








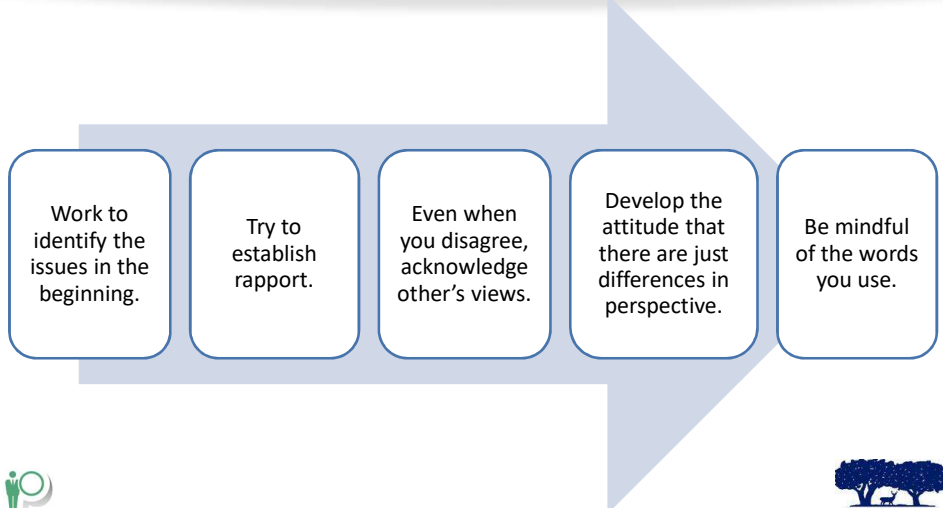


STRATEGIES FOR MANAGING MULTIPLE GENERATIONS

- Benefit from diverse opinions.
- Beware of misconceptions in tone or style.
- Use team building.
- Facilitate mentoring.
- Generational differences do not define individuals.



BUILDING A COLLABORATIVE WORKPLACE





Work to identify the issues in the beginning.

Try to establish rapport.

Even when you disagree, acknowledge other's views.

Develop the attitude that there are just differences in perspective.


Be mindful of the words you use.




QUOTE

"AT THE END OF THE DAY, EMPLOYEES ARE JUST PEOPLE. THEY ALL SEEK RESPECT, FINANCIAL SECURITY AND NEW WORK EXPERIENCES. I THINK IT'S IMPORTANT THAT WE DO NOT FOCUS ON SO-CALLED GENERATIONAL DIFFERENCES BUT INSTEAD FOCUS ON PROVIDING EMPLOYEES THE EXPERIENCES AND EDUCATION NECESSARY TO HELP THEM SUCCEED AND EXCEL AT ANY AGE."

SHARON DANIELS
ACHIEVEGLOBAL CEO





REFLECTION



What is something new I learned?

What is one specific "takeaway" I can put into practice with those I manage?



Your EAP Services at a Glance

- Telephone and crisis counseling 24-7, 365
- Face-to-face or telephone based short term counseling
- Professional referrals to community resources as needed
- Legal and financial services and referrals
- Eldercare/Childcare assistance and referrals
- Take the Highroad Program - \$45 max reimbursement
- Employee and supervisor training seminars
- Crisis Intervention Services (CISD)
- Enhanced website with interactive will preparation, savings center, monthly newsletters, and more..






Toll-Free: 1-866-327-2400
Website: www.deeroakseap.com



THANK YOU

Questions?





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