

A large, diverse group of people, mostly seen from the back, are seated in rows, looking towards the front of a room. They are dressed in professional attire, including suits, blouses, and sweaters. The scene suggests a conference, seminar, or a large meeting. The text "Generations At Work" is overlaid in the center of the image.

Generations At Work

The Four Generations

Traditionalists/Veterans

- Born 1922-1945

Baby Boomers

- Born 1946-1964

Generation X

- Born 1965-1982

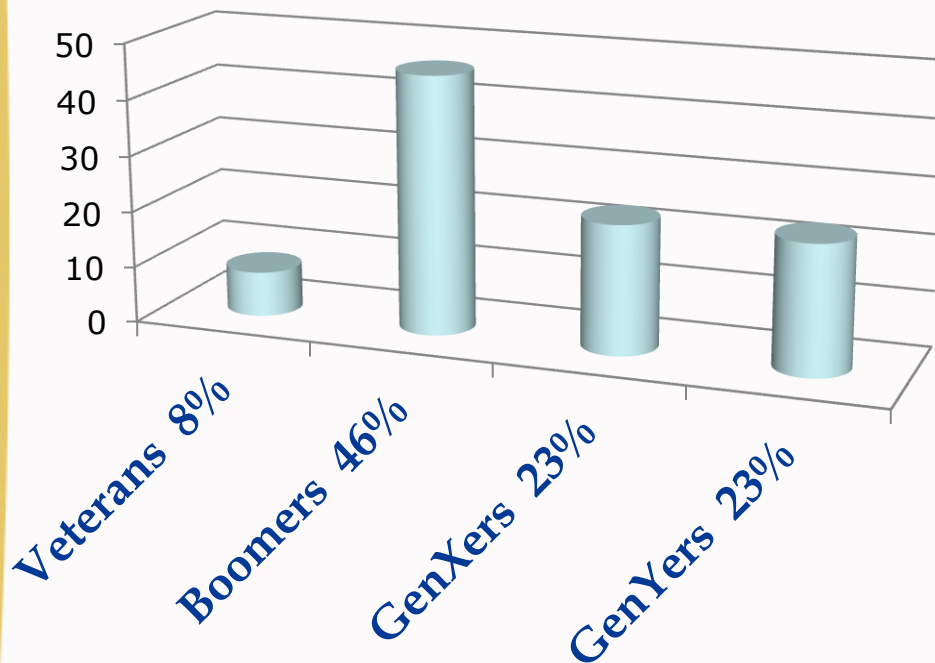
Millennials/Generation Y

- Born 1983-1997

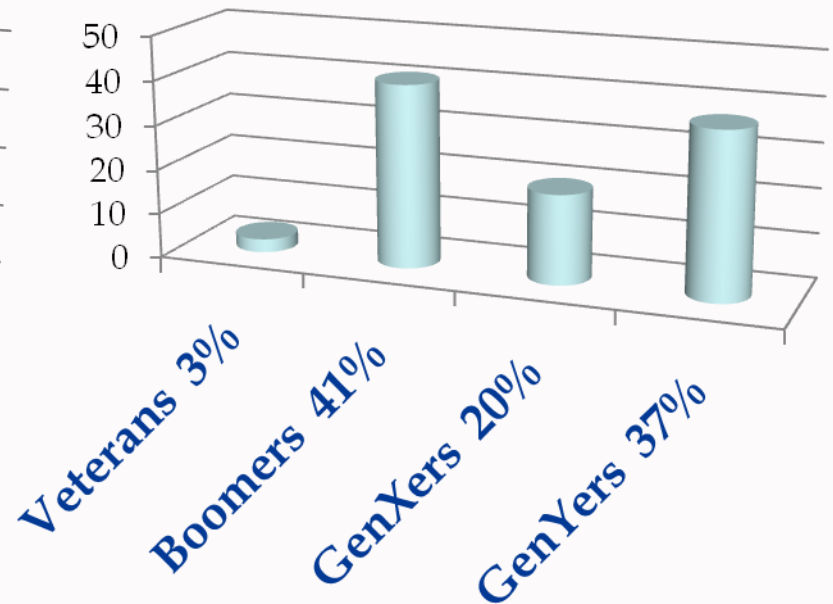


Statistics

2007



~2015



Program Objectives (1 of 2)

- Understand the advantages of generational diversity in the workplace.
- Identify the impacts of generational differences.
- Learn the characteristics of different generations and how to adapt to and leverage them.



Program Objectives (2 of 2)

- Understand the implications that different generations have on the workplace.
- Know how to communicate effectively with members of each generation.



Definition

- ↪ A body of individuals born in approximately the same time period who generally share similar behaviors and attitudes.



Implications for Organizations

- ↪ A lack of awareness of generational differences and effective communication between generations may impact organizations with:
- High turnover rate.
 - Tangible costs (i.e. recruitment, hiring, training, retention).
 - Intangible costs (i.e. morale).
 - Grievances and complaints.
 - Negative perceptions of fairness and equity.



Benefits of Understanding Generational Differences

- More effective communication/fewer misunderstandings
- Increased recruitment and employee retention
- More effective motivational methods
- Better-formed expectations
- Increased productivity and teamwork



Motivational Buttons

- ↪ Appealing to their long time experience
- ↪ Issuing clear, especially written, directives
- ↪ Emphasizing the tradition and reputation of the company
- ↪ Emphasizing financial rewards and job security



Familial Structure & Influence

- ↳ Like Traditionalists, Baby Boomers grew up in relatively traditional, nuclear families.
- ↳ However, because of their optimism and the Civil Rights Era, Baby Boomers are more open to change.



Generation X Pros/Cons (3 of 4)

Pros

- ↪ Independent
- ↪ Goal-oriented
- ↪ Efficient
- ↪ Flexible
- ↪ Technologically comfortable
- ↪ Quick learners

Cons

- ↪ Skeptical/questioning
- ↪ Need feedback
- ↪ Looking for the next career opportunity
- ↪ Unwilling to sacrifice personal life
- ↪ Can be perceived as overly-blunt
- ↪ Want to do things their own way



A close-up portrait of an elderly man with white hair and glasses, smiling slightly. He is wearing a dark jacket over a white shirt. The background is a blurred green and yellow foliage.

Traditionalists/
Veterans

Born 1922-1945

Baby Boomers



Born 1946-1964

Generation X

Born 1965-1982



Millenials/Generation Y

Born 1983-1997



Download “Generations at Work” PowerPoint presentation at **ReadySetPresent.com**

163 slides include: 5 implications for organizations, 5 benefits of understanding generational differences, the 4 different generations in the workplace today, and 16 points on how the generations differ. For each of the 4 generations there are 18-22 slides discussing important aspects of that generation, including: 3-6 different names for the generation, 3-7 points on famous people from the generation, 6-9 social, political, and economic influences, 2-4 points on familial structure and influence, 2-3 points on education, 7-9 values, 3 points on work ethic, 3 points on preferred leadership approach, 3 points on communication style, 3-4 points on interaction with others, 2 points on approach to feedback, 2-3 points on view toward the company, 2-4 points on work vs. personal life, 2 points on desired rewards, 2-3 points on financial behaviors, 2-3 points on relationship with technology, 4-6 points on expectations, and 4-6 motivational buttons. The next section, features 3 different scenarios to consider, 14 trends toward the future, 14 implications for recruitment, 26 implications for management, and 3 points on generational disconnect. In Communication Tips, there are 6 communication tips for Veterans, 6 tips for Boomers, 8 tips for GenXers, 6 tips for GenYs, 4-6 pros versus cons for each generation, 16 points on the summary of differences, 4 motivating messages, 6 truths for all generations, 16 action steps and much more.

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Updated & Expanded 2013

Now: more content, graphics, and diagrams

