GENERATIONS AT WORK

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Program Objectives

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.

Ready
Set
Present

Program Objectives

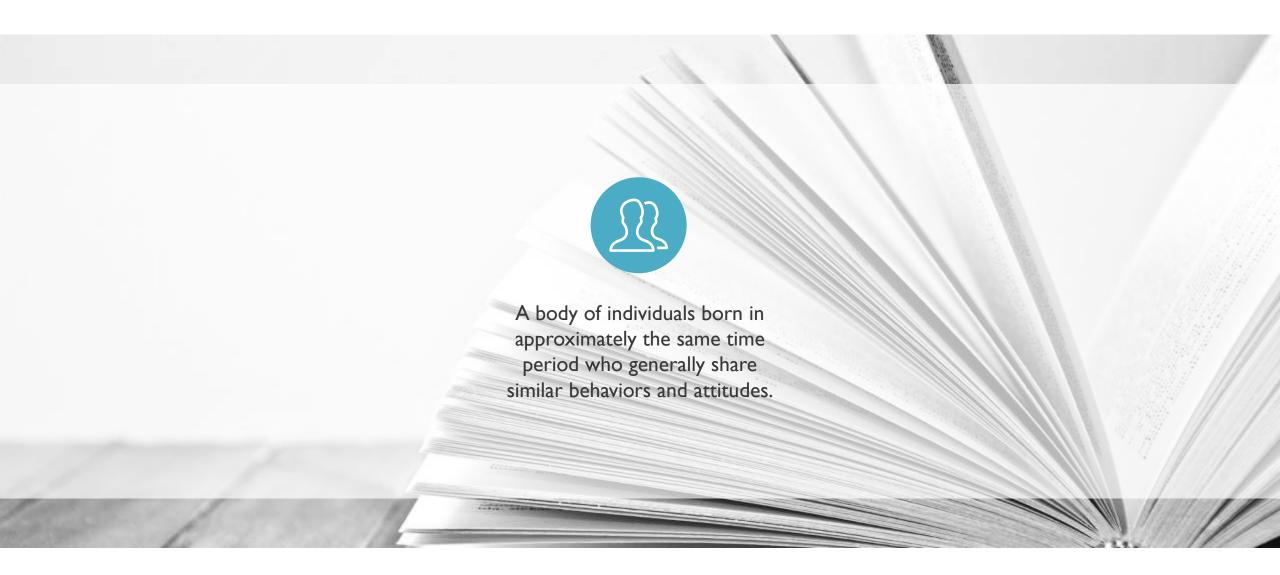Understand the implications that different generations have on the workplace.

Know how to communicate effectively with members of each generation.

Ready Set Present

A CHALLENGE

Please Write A
One Sentence Definition For

"GENERATION."

Definition

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

Etymology

The word "generation" came from the Old French word, "generacion" and the Latin word, "generationem" in the early 14th century.
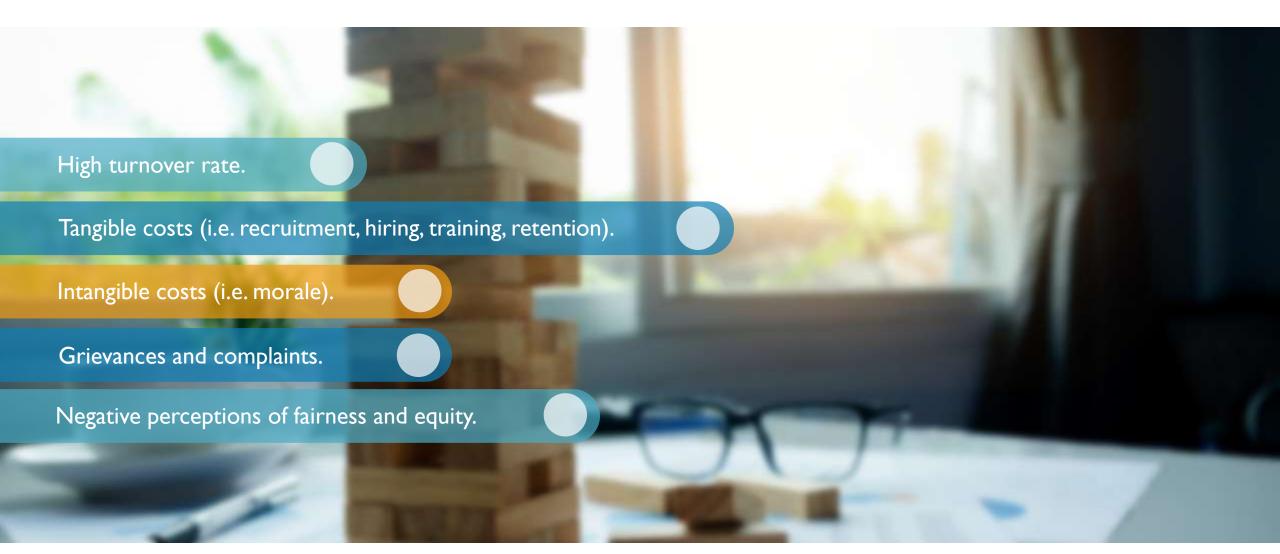
Implications for Organizations

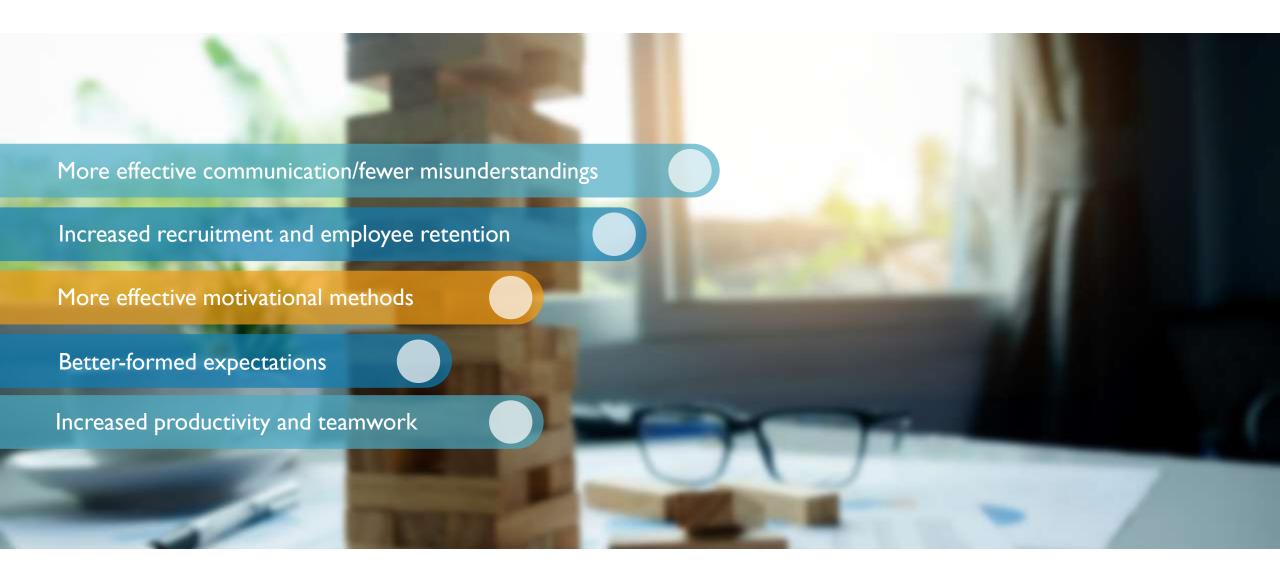A lack of awareness of generational differences and effective communication between generations may impact organizations with:

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.

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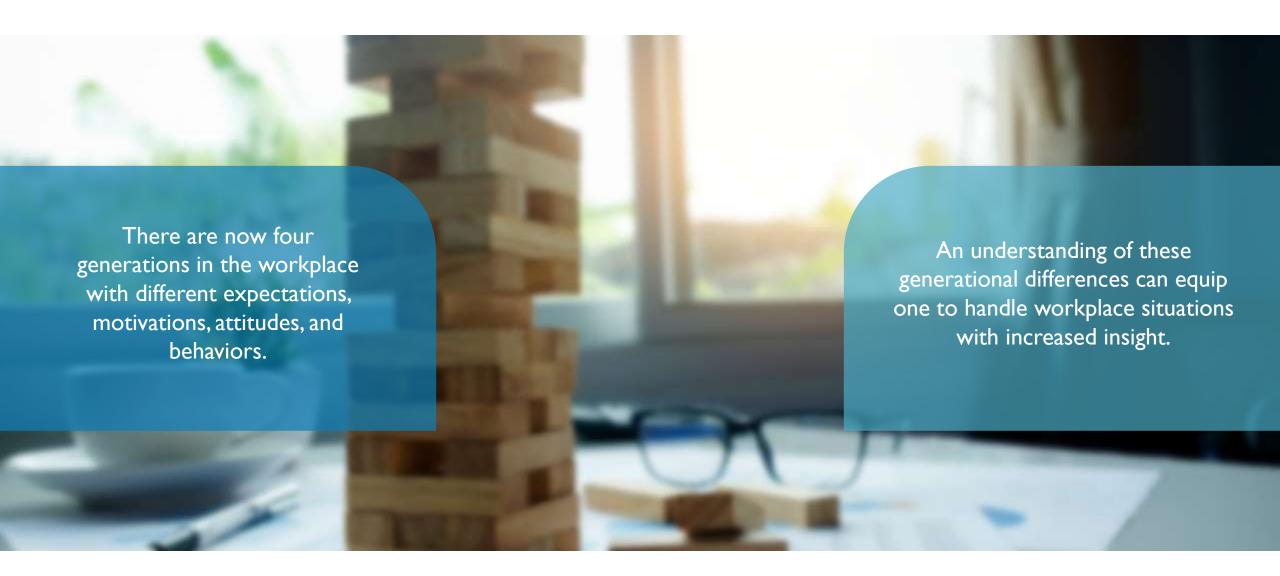
Benefits of Understanding Generational Differences

More effective communication/fewer misunderstandings

Increased recruitment and employee retention

More effective motivational methods

Better-formed expectations

Increased productivity and teamwork

The Case of Understanding

There are now four generations in the workplace with different expectations, motivations, attitudes, and behaviors.

An understanding of these generational differences can equip one to handle workplace situations with increased insight.

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Present

The Four Generations

Traditionalists/Veterans

Born 1922-1945

Baby Boomers

Born 1946-1964

Generation X

Born 1965-1982

Millennials/Generation Y

Born 1983-1997

1

2

3

4

How the Generations Differ

Social, Political, and Economic Influences

Familial Structure and Influence

Education

Values

Work Ethic

Ready
Set
Present

Preferred Leadership Approach

Communication Style

Motivational Buttons

How They Interact with Others

Preferred Approach to Feedback

View Toward the Company

How the Generations Differ

Work Vs. Personal Life

Desired Rewards

Financial Behaviors

Relationship with Technology

Expectations

Ready
Set
Present

TRADITIONALISTS/VETERANS

BORN 1922-1945

Also Known As

Greatest Generation

WWII Generation

G.I. Generation (Named for experience of WWII as adults)

Silent Generation (Named for being perceived as dispassionate and conventional)

Who's in the Traditionalist/Veteran generation?

Rudolph Juliani

John Glen

Colin Powell

Jimmy Carter

Veterans

Influences: Social, Political & Economic

- Great depression
- World War II
- New Deal
- G.I. Bill
- Korean War
- Cold War

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Set
Present

Traditionalists grew up in nuclear families consisting of two parents and children.

Fathers typically worked while mothers stayed home.

As a result, traditionalists tend to be conservative, rule-abiding, and appreciative of authority.

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Set
Present

For most Traditionalists, higher education was implausible.

Though they valued hard work, their focus was on scraping by financially.

Values

- Courtesy
- Discipline
- Dependability
- Authority
- Tradition

- Security
- Stability
- Loyalty
- Logic

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Traditionalists value steady, hard work.

They believe in work before pleasure.

Work is a duty that necessitates life.

Ready
Set
Present

Veterans

Preferred Leadership Approach

Hierarchal structure

Top-down management

Formal commands and directives

Ready Set Present

Veterans
Communication Style

Traditionalists appreciate personal touch.

They value courtesy, respect, and formality.

They like written or in-person (not electronic) communication.

Ready
Set
Present

Veterans

Interaction with others

Traditionalists may be fiercely independent and stubborn.

They often feel they have the advantage of experience over other workers.

They like others to listen to their ideas and advice.

Ready
Set
Present

Veterans

Approach to Feedback

Traditionalists find feedback unnecessary.

They seek to do their job, not to win approval via feedback.

Ready
Set
Present

Veterans

View Toward the Company

Traditionalists feel pride and satisfaction toward both their jobs and their employers.

As a result, they become advocates for their companies.

Veterans
Work vs. Personal Life

Work and personal life are strictly separate.

Work comes first.

They are willing to sacrifice personal life for work.

Veterans

Desired Rewards

Traditionalists are rewarded by their own knowledge that they performed well.

They do not seek a lot of hullabaloo, but like to receive quiet approval of their work.

Veterans

Financial Behaviors

Having lived through the Great Depression, Traditionalists are highly guarded spenders.

They prefer to save their money and use cash in transactions.

Ready
Set
Present

Relationship with Technology

Traditionalists encountered modern computing and communications technology fairly late in their lives.

Their discomfort with use of technology may make them seem resistant to change.

Ready
Set
Present

- Stable work environment
- Clear rules
- Respect from others
- Opportunities to exercise their knowledge and experience

Ready
Set
Present

Veterans

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

Ready
Set
Present

BABY BOOMERS

BORN 1946-1964

Baby Boomers
(1 of 20)

Also Known As (1 of 3)

Beat Generation/Hippies
Named for engagement in American counter-culture.

TV Generation
Named for being the first generation to watch TV during childhood.

Ready
Set
Present

Baby Boomers
(2 of 20)

Also Known As (2 of 3)
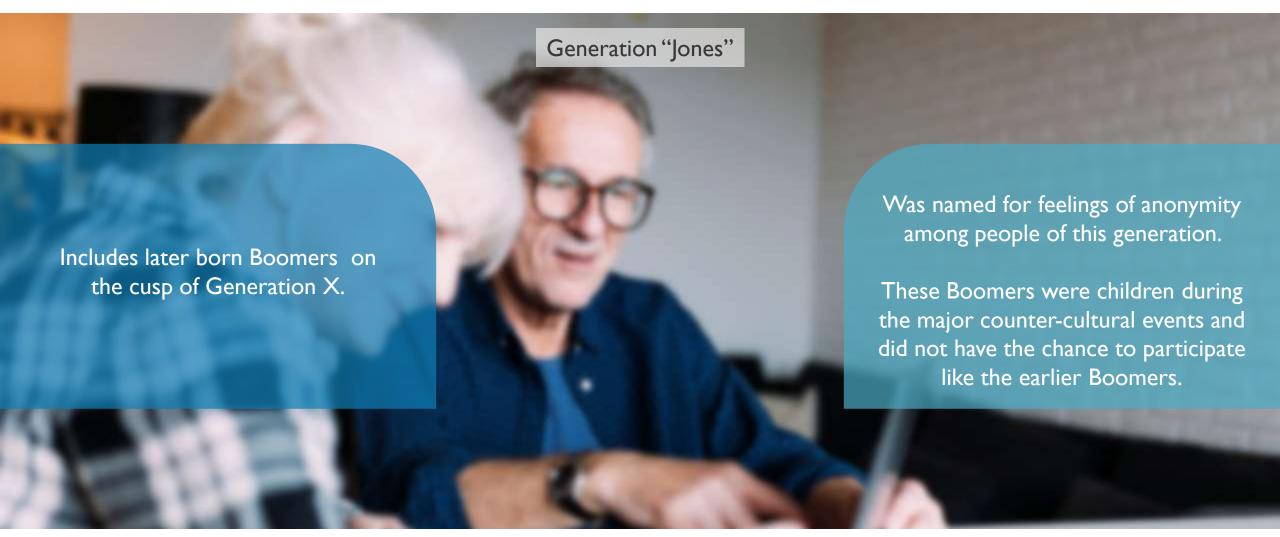
Me Generation
Named for being perceived as self-absorbed and indulgent (especially financially).

Ready
Set
Present

Baby Boomers
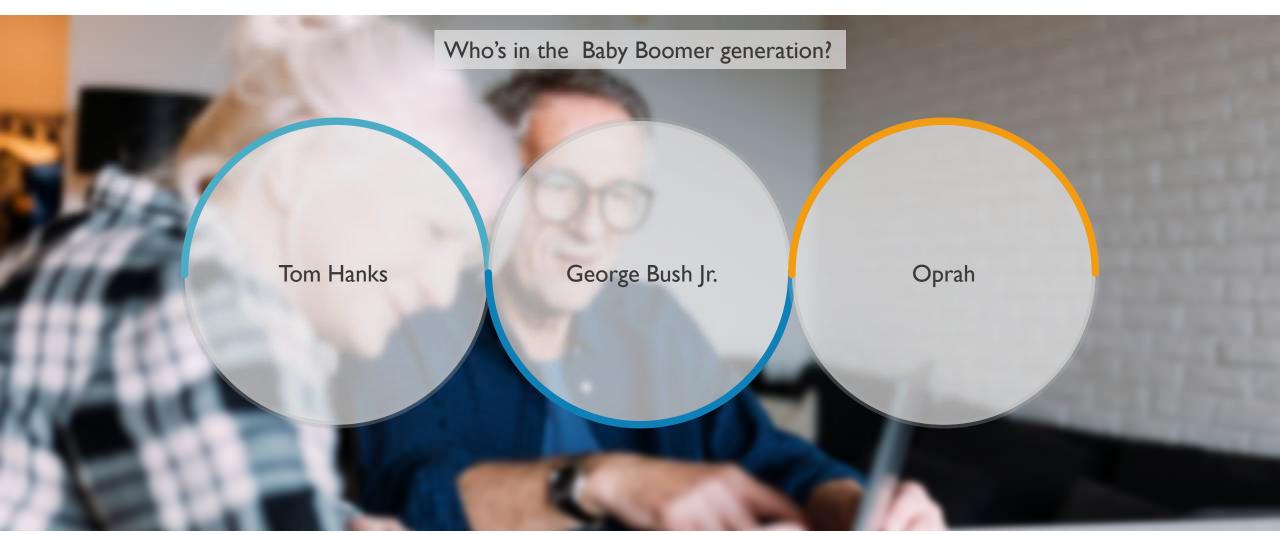
Also Known As (3 of 3)

Generation "Jones"

Includes later born Boomers on the cusp of Generation X.

Was named for feelings of anonymity among people of this generation.

These Boomers were children during the major counter-cultural events and did not have the chance to participate like the earlier Boomers.

Ready
Set
Present

Who's in the Baby Boomer generation?

Tom Hanks

George Bush Jr.

Oprah

Ready
Set
Present

Baby Boomers

Influences: Social, Political & Economic

Civil Rights Era

Rise of the Suburbs

Television and Rock and Roll

Space Exploration

JFK and Watergate

Vietnam War

Baby Boomers

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.

Ready
Set
Present

Baby Boomers

Education

Education became much more of a common aspiration among Baby Boomers.

Most Baby Boomers completed high school and over a fourth of Baby Boomers have a Bachelor's Degree or higher.

Baby Boomers

Values

Adventure

Vision

Change

Rapport

Equality

Openness

Standing out

Success

Ready
Set
Present

Baby Boomers

Work Ethic

Baby Boomers value efficient, quality, hard work.

Work is a way to excel and win recognition.

Work is a way to grow and be gratified.

Baby Boomers

Preferred Leadership Approach

Democratic structure

Consensual decision-making

Friendly, collegial approach

Baby Boomers

Communication Style

Baby Boomers like informal, in-person communication.
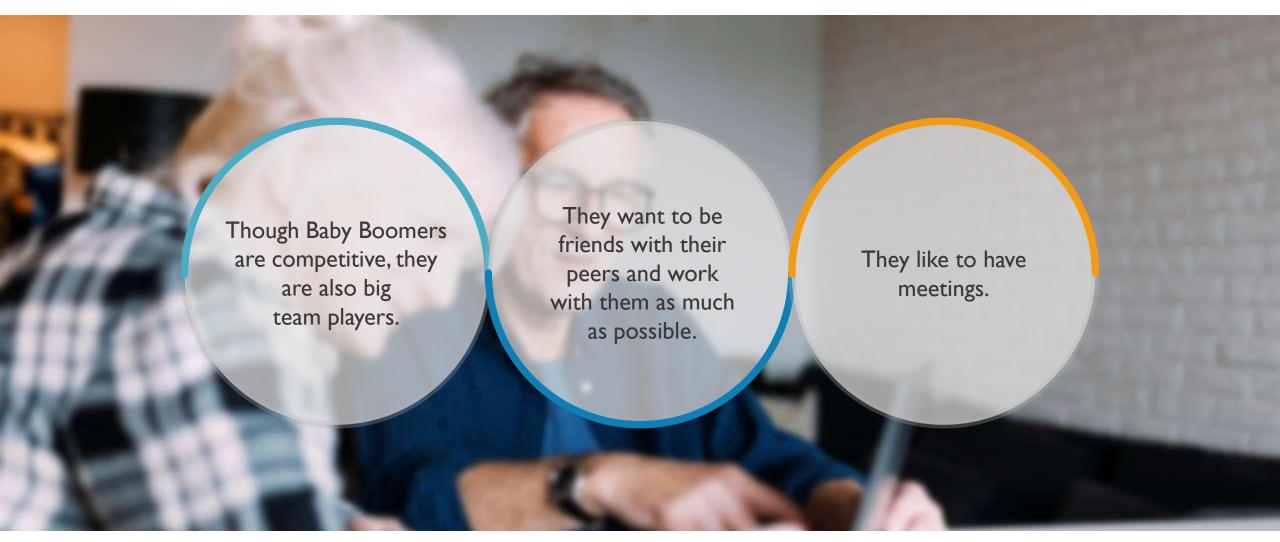
They value familiarity and rapport.

They can work with electronic communication.
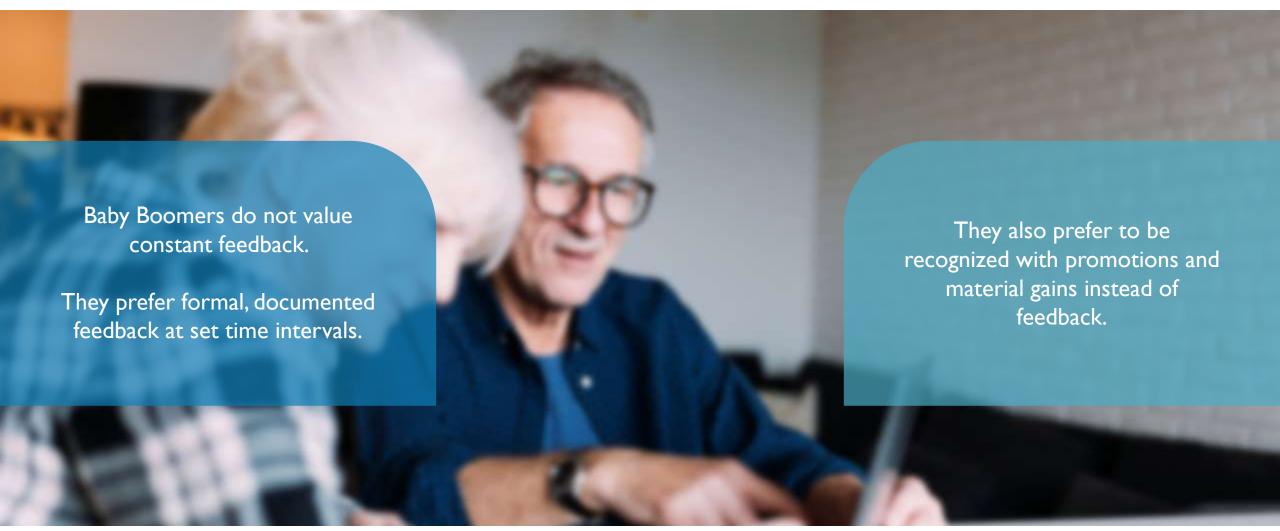
Ready
Set
Present

Baby Boomers
Interaction with Others

Though Baby Boomers are competitive, they are also big team players.

They want to be friends with their peers and work with them as much as possible.

They like to have meetings.

Ready
Set
Present

Baby Boomers

Approach to Feedback

Baby Boomers do not value constant feedback.

They prefer formal, documented feedback at set time intervals.

They also prefer to be recognized with promotions and material gains instead of feedback.

Ready Set Present

Baby Boomers

View Toward the Company

Baby Boomers are more inclined to question than Traditionalists and may see more opportunities for change in a company.

However, they can be won over if the company has an impressive mission or champions a worthy cause.

Ready
Set
Present

Baby Boomers

Work vs. Personal Life

Baby Boomers are competitive and driven about work.

They will work long hours and put personal life on hold.

They are willing to be contacted about work after hours and at home.

Ready
Set
Present

Baby Boomers

Desired Rewards

Baby Boomers are looking for material recognition of their work.

They want higher status within the organization or increased pay.

Ready
Set
Present

Baby Boomers
Financial Behaviors

Having grown up in a relatively prosperous period, Baby Boomers feel secure in spending.

They are comfortable with credit and stores of value besides cash.

However, their financial savvy may be limited, and many spend without much planning.

Ready
Set
Present

Baby Boomers
Relationship with Technology

Baby Boomers grew up largely without current technologies.

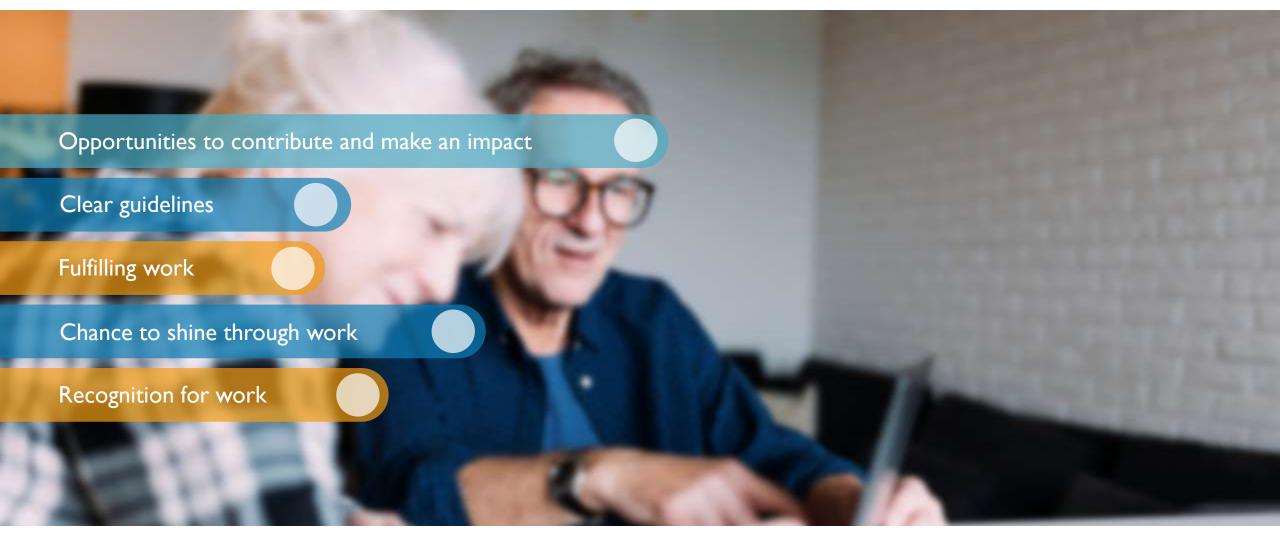Many can operate both with or without the use of a computer.

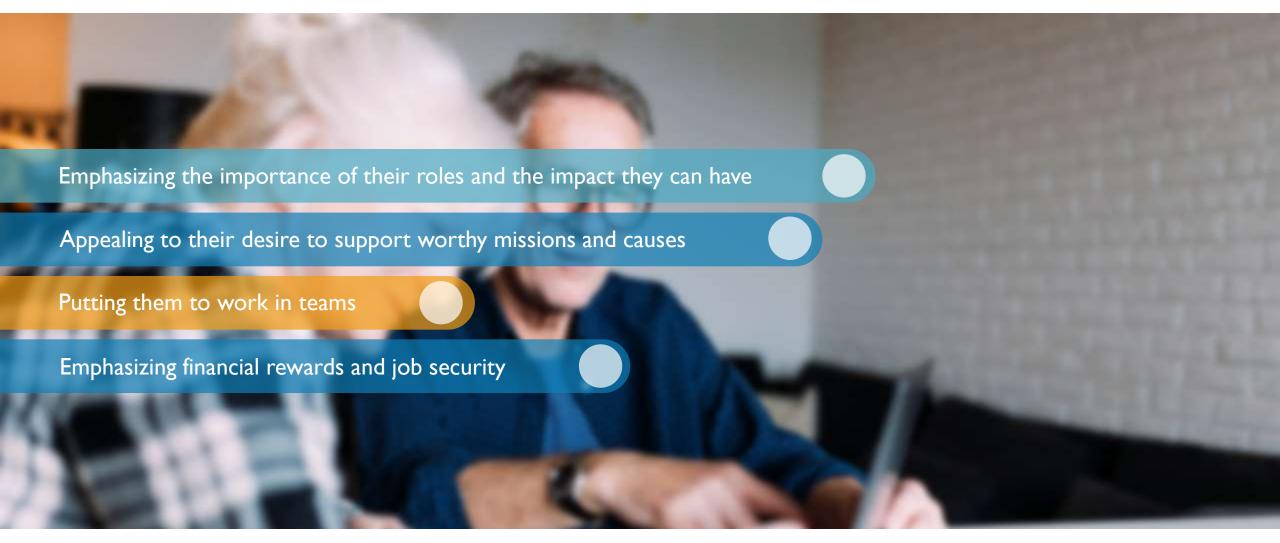Some are at ease with digital technology, while others are not.

- Opportunities to contribute and make an impact
- Clear guidelines
- Fulfilling work
- Chance to shine through work
- Recognition for work

Emphasizing the importance of their roles and the impact they can have

Appealing to their desire to support worthy missions and causes

Putting them to work in teams

Emphasizing financial rewards and job security

Ready
Set
Present

GENERATION X

BORN 1965-1982

Also knows As (1 of 3)

Baby Busters
Named for the relatively small amount of people that compose this generation, contrasted with the plentiful Baby Boomers

13th Generation
Named for being the 13th generation since the generation of U.S. founders

Ready
Set
Present

Also knows As (2 of 3)

MTV Generation
Named for being raised with influences from the mass media.

Slackers
Named for being perceived as indifferent and inactive.

Ready
Set
Present

Gen X

Also knows As (3 of 3)

Latchkey Generation
Named for the increased occurrence of kids staying home alone as a result of two working parents.

Boomerang Generation
Named for the increased numbers of young adults continuing to live with their parents.

Ready
Set
Present

Who's Who?

Who's in the X generation?

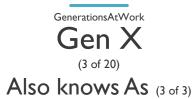- Bon Jovi
- Madonna
- Will Smith
- Michael Jackson
- J.K. Rowling
- Lance Armstrong
- Tiger Woods

Influences: Social, Political & Economic

- Fall of Berlin Wall
- Operation Desert Storm
- Energy Crisis
- MTV and Rock/Punk/Grunge Music
- Challenger Disaster
- AIDS epidemic, Rodney King Affair

Ready
Set
Present

Gen X

Familial Structure & Influence

Generation Xers are also Latchkey kids, who grew up during a proliferation of two-income households and who came home to empty houses.

As a result, Generation Xers are more self-reliant, although they tend to question authority.

Ready
Set
Present

Generation Xers were the best educated generation before Generation Y.

They were better educated than both Traditionalists and Baby Boomers.

However, many view college as a means to an end, the end being a solid career path.

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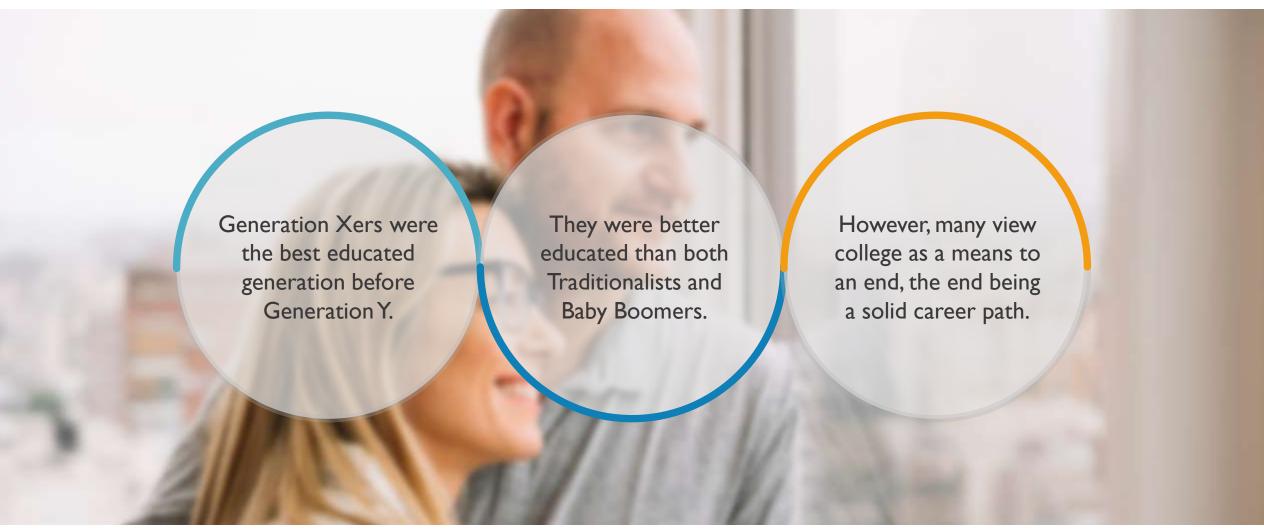
- Freedom
- Flexibility
- Independence
- Frankness
- Efficiency
- Access
- Personal Life

Generation Xers value results.

Work is a task to be finished.

Work is a practical necessity so that one can live.

Ready
Set
Present

Gen X

Preferred Leadership & Approach

Democratic structure.

Efficiency and quick access.

Informal and straight-forward approach.

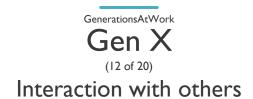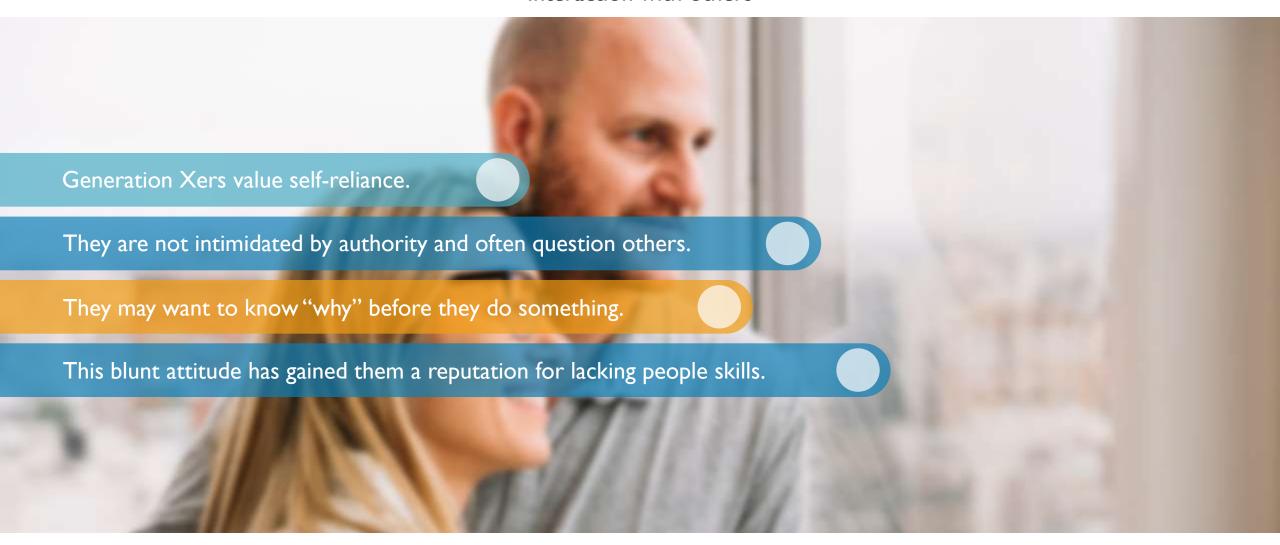Generation Xers like no-frills communications that cuts-to-the-chase.

They appreciate frequent communication.

They can work with, and may prefer electronic communication.

Generation Xers value self-reliance.

They are not intimidated by authority and often question others.

They may want to know "why" before they do something.

This blunt attitude has gained them a reputation for lacking people skills.

Gen X

Approach to Feedback

Generation Xers want a lot of feedback.

They like to check in on their progress and ask for feedback of their own volition.

Ready
Set
Present

Generation Xers are skeptics who question authority.

They are known for résumé building and job-switching.

They are impressed by companies that are progressive or innovative, with an opportunity to try a variety of roles and trainings.

Work vs. Personal Life

Generation Xers seek balance between work and personal life.

They want more flexible schedules.

They prefer not to be contacted after hours or at home about work.

Desired Rewards

Generation Xers want to be rewarded with greater freedom and flexibility to work the way they please.

They are also looking to win confidence and additional responsibilities/professional growth opportunities.

Ready
Set
Present

Gen X

Financial Behaviors

Though comfortable with transactions, Generation Xers are financially cautious.
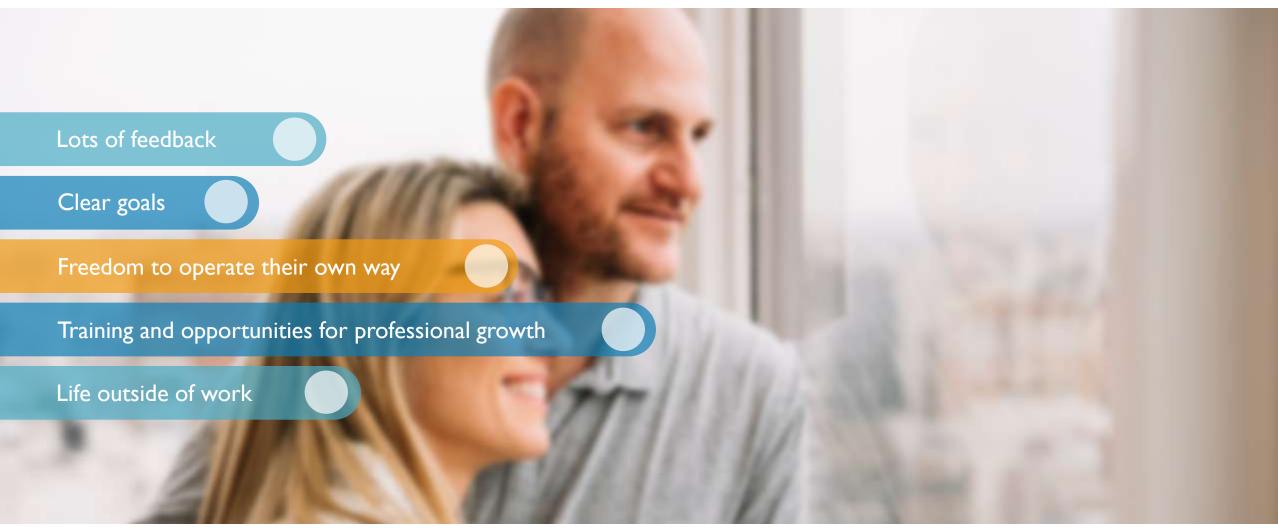
They don't spend recklessly, preferring to put money away.

Gen X

Relationship with Technology

Generation Xers began encountering current technologies as young adults.

They have adapted to and are comfortable with the use of technology.

Ready
Set
Present

Lots of feedback

Clear goals

Freedom to operate their own way

Training and opportunities for professional growth

Life outside of work

Gen X

Motivational Buttons

Emphasizing goals and results instead of process and hours worked

Offering additional training opportunities

Letting them try different roles in the workplace

Showing confidence in their abilities despite their age

Echo Boomers
Named for many being the children of Baby Boomers.

Generation Me
(Not to be confused with Me Generation.)

Named for being more confident but also more self-absorbed and demanding.

Ready
Set
Present

iGeneration
Named for the reasons of "Generation Me" in addition to acknowledging this generation's tech savvy.

Internet Generation
Named for being the first generation to grow up with widespread use of the internet.

Who's in the Millennial/Y Generation?

Prince William

Prince Harry

Orlando Bloom

Christina Aguilera

Ready
Set
Present

Rap and Hip Hop Music

Oklahoma City Bombing

Lewinsky Scandal

Columbine and Other School Shootings

Dot Com Crash

Ready
Set
Present

Enron and Corporate Scandals

War in Iraq

Proliferation of Communications and Mobile Technology

9/11

Millennials have grown up in non-traditional families with a record number of divorce rates.

1 in 4 lives in a single-parent household.

For many Millennials, both mothers and fathers work and take part in child-rearing.

3 in 4 have working mothers.

Millennials' families are more child-centered, with parents involving themselves in their children's activities and education.

Millennials have a strong sense of their own self worth, are ambitious, and believe they can achieve anything.

Ready
Set
Present

Gen Y

Education

Millennials are the most educated generation yet.

They spend much more time on homework than previous generations and value college educations despite expensive tuition fees.

Ready
Set
Present

Flexibility

Entertainment

Creativity

Variety

Education

Achievement

Meaning

Personal Life

Ready
Set
Present

Millennials value challenging, variable, meaningful work.

Work is a venue for involvement and achievement.

Work is important, but so is personal life.

Gen Y
Preferred Leadership Approach

Millennials respect authority and rules, similar to Traditionalists.

They value a relationship with the immediate boss.

They prefer an informal, engaging, and "fun" approach.
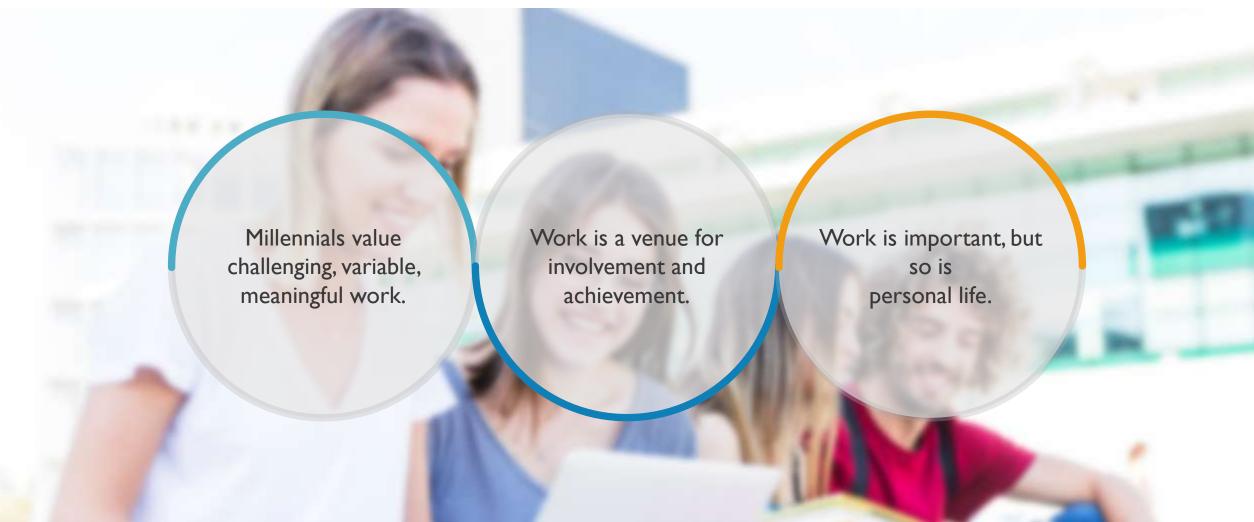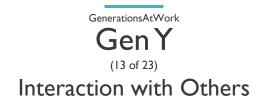
Millennials like informal communication that feels positive and personalized to them.

They value patience and clarification.

They prefer electronic communication over meetings.

Interaction with Others

Millennials have a collaborative spirit and are good team players.

They value social networking.

Millennials are also respectful of the experience of others.

Millennials may be perceived as having poor communication skills, being rude, or feeling entitled due to their self-confidence and willingness to ask for what they want.

Ready
Set
Present

Approach to Feedback

Millennials like to be given feedback for something immediately after they do it.

They are a generation known for wanting instant gratification and praise.

Gen Y

View Toward the Company

Millennials' view toward companies are dependent on their specific work experiences.

They have high expectations for their boss and experience.

Unmet expectations drive them to leave.

Careers must leave room for personal lives.

Millennials seek flexible scheduling and part-time or temporary leave options.

Ready
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Desired Rewards

Millennials prefer to receive immediate rewards for their achievements.

Like Generation Xers, they want more challenges and opportunities to develop their skills.
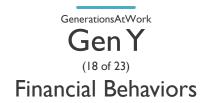
Millennials have already won a reputation for financial savvy.

Though they are willing spenders, they are concerned about adequate saving and financial security.

They care about job benefits, including retirement benefits.

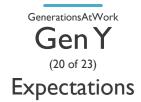Ready
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Present

Relationship with Technology

Millennials have been using digital technology from childhood.

They are comfortable with technology, and they excel at its use.

They prefer to have up-to-date or cutting edge technology in the workplace.

Ready
Set
Present

Gen Y

Expectations

- Instant gratification and praise
- Fun at work
- Work on a variety of tasks
- Mentorship
- Training and opportunities for professional growth
- Flexible schedules

Ready
Set
Present

Encouraging through positive feedback.

Making work entertaining.

Inspiring them to work toward a vision or cause.

Ready
Set
Present

Offering additional training opportunities.

Supporting creativity and diversity.

Taking their ideas into serious account despite their youth.

Ready
Set
Present

Gen Y

Statistics

2007

~2015

WHAT WOULD YOU DO?

What Would You Do?

In the following 3 scenarios, consider:

How might generational traits be impacting the behaviors of the individuals involved?

How could the situations be resolved, taking these traits into consideration?

Ready
Set
Present

What Would You Do?

Scenario #1:

A young individual is put in charge of people much older than he.

He has trouble focusing the attention of his elders and getting them to take him seriously.

He knows he needs to gain their respect, but he is not sure which buttons to press.

Ready
Set
Present

What Would You Do?

Scenario #2:

An employer decides to reward a young employee for her dedicated work and figures that a pay increase will heighten her motivation and strengthen her loyalty to the company.

However, when the employee receives the news, she does not seem very pleased.

Ready
Set
Present

Within a company, the older workers perceive the young employees to be lazy and unmotivated.

They feel the young employees are impatient at meetings and are unwilling to work hard because they leave at 5 on the dot.

Ready
Set
Present

Trends toward the Future

Increased Population **1**

Increased Diversity **2**

Increased Physical Ailments **3**

Increased Psychological Ailments **4**

Increased Economic Gap **5**

Trends toward the Future

Millennials outnumber Generation Xers 3 to 1.

The Millennials' numbers are comparable to the Baby Boomers'

Millennials ~ 76 million
Baby Boomers ~ 78 million.

As Generation Xers cannot fill all the spots vacated by retiring Baby Boomers, Millennials will increasingly fill these jobs.

Trends toward the Future

Millennials are the most ethnically diverse generation to date.

1 in 3 is not Caucasian.

1 in 5 has an immigrant parent.

9 out of 10 have friends of other ethnicities.

1 in 10 uses a language besides English at home.

Ready
Set
Present

Trends toward the Future

Health and fitness is a vital issue for Millennials. This generation has seen:

Increased childhood obesity.

Increased type II diabetes.

Increased development of food allergies.

Increased numbers of children with asthma.

High numbers of young people abusing drugs and alcohol.

Ready
Set
Present

Trends toward the Future

Mental and psychological health is also an issue of growing concern for Millennials. As youth, Millennials have faced:

Increased cases of:

ADD (Attention Deficit Disorder)
ADHD (Attention Deficit Hyperactivity Disorder)

Increased youth dealing with being over-worked and over-stressed.
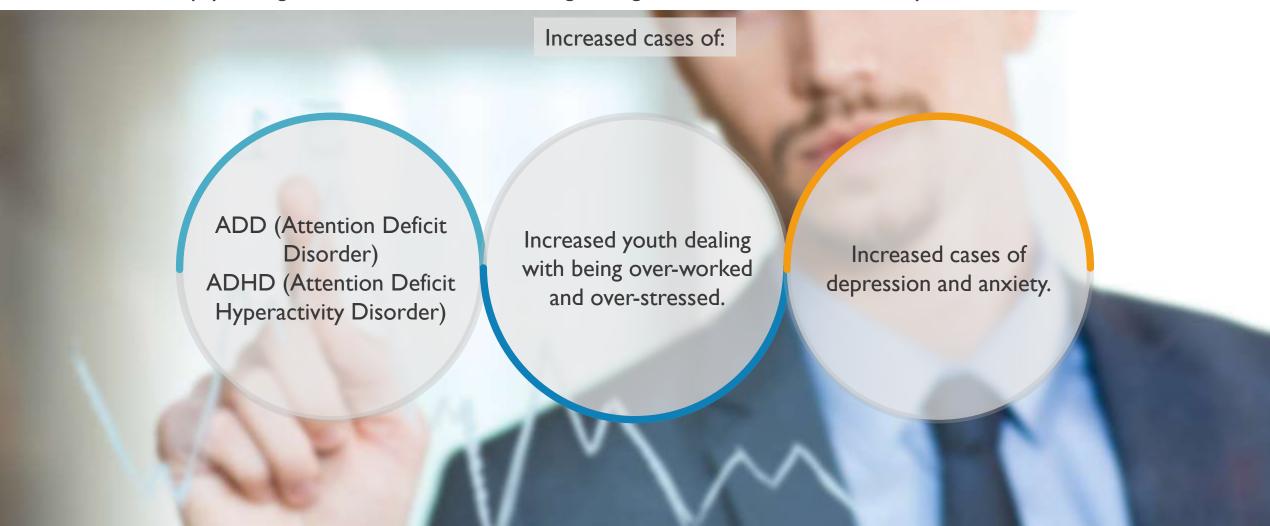
Increased cases of depression and anxiety.

Trends toward the Future

Mental and psychological health is also an issue of growing concern for Millennials. As youth, Millennials have faced:

Increases in income have typically benefited the upper class and left the poor with stagnant incomes.

Millennials in the lower class have less tech savvy and educated traits that are attributed to Millennials.

As it stands, a technology gap is widening between rich and poor Millennials.

Implications for Recruitment

List online:

The majority of Millennials rely heavily on online resources for job searching.

To attract Millennials, invest in a well-maintained website that puts information at their fingertips.

List your company on job search engines and websites.

Implications for Recruitment

List online:

Make sure to address the specific benefits and expectations Millennials desire to understand what your company can offer.

Ready
Set
Present

Implications for Recruitment

Offer internships:

Internships are becoming an increasingly popular way for Millennials to break into the workplace from college.

The majority of college graduates have completed an internship.

Implications for Recruitment

Offer internships:

Offering Millennials internship opportunities while they are still in school is a means to foster loyalty and to promote the company among members of this up-and-coming generation.

Ready
Set
Present

Implications for Recruitment

Know their priorities:

Many employers falsely interpret what is most important to Millennials in a job.

Millennials value satisfying work that balances with their life and professional development opportunities.

Ready
Set
Present

Implications for Recruitment

Know their priorities:

Emphasize: vision, collaboration, creativity, diversity, professional and social networking opportunities, mentorship and training, and flexible work schedules.

Implications for Recruitment

Emphasize mental/physical health:

With so many mental and physical ailments on the rise, workplace policies that promote health are increasingly valued and necessary.

Consider offering counseling resources in the workplace, extra health benefits such as discounted gym memberships or subsidies that promote mental and physical health.

Implications for Recruitment

Be direct:

Millennials want to know the truth about your company.

Be straightforward with them, clearly outlining the challenges and benefits of working at your company.

In general, Millennials appreciate challenging work and will appreciate your honesty.

Ready
Set
Present

Implications for Management

Be a mentor:

Millennials place great importance on their relationship with their immediate boss.

They see their boss as a resource for learning, training, and growth opportunities.

Implications for Management

Be a mentor:

They also value frequent communication with their boss, which includes feedback.

They expect their boss to be directly involved in overseeing their career development.

Ready
Set
Present

Implications for Management

Structure work:

Give them numerous tasks with deadlines, a clearly defined schedule, and measurable goals.

Inform them of the steps involved in a project, and allow them to complete it in pieces.

Ready
Set
Present

Implications for Management

Challenge them:

Put Millennials on the fast-track to increased responsibility.

As soon as they enter the workplace, they are looking to move forward and upward within the company.

They want to prove their worth, so allow them the opportunity to do so.

Implications for Management

Respect their input:

Millennials want to be taken seriously.

They are used to parental encouragement and believe strongly in their own abilities.

They look for their ideas to be considered according to merit, not disregarded because of their inexperience or age.

Ready
Set
Present

Implications for Management

Give timely feedback and rewards:

This is a generation that is known to prefer instant gratification.

Instead of an annual evaluation, they want to receive feedback about their work while they're doing it or immediately after they've done it.

Implications for Management

Give timely feedback and rewards:
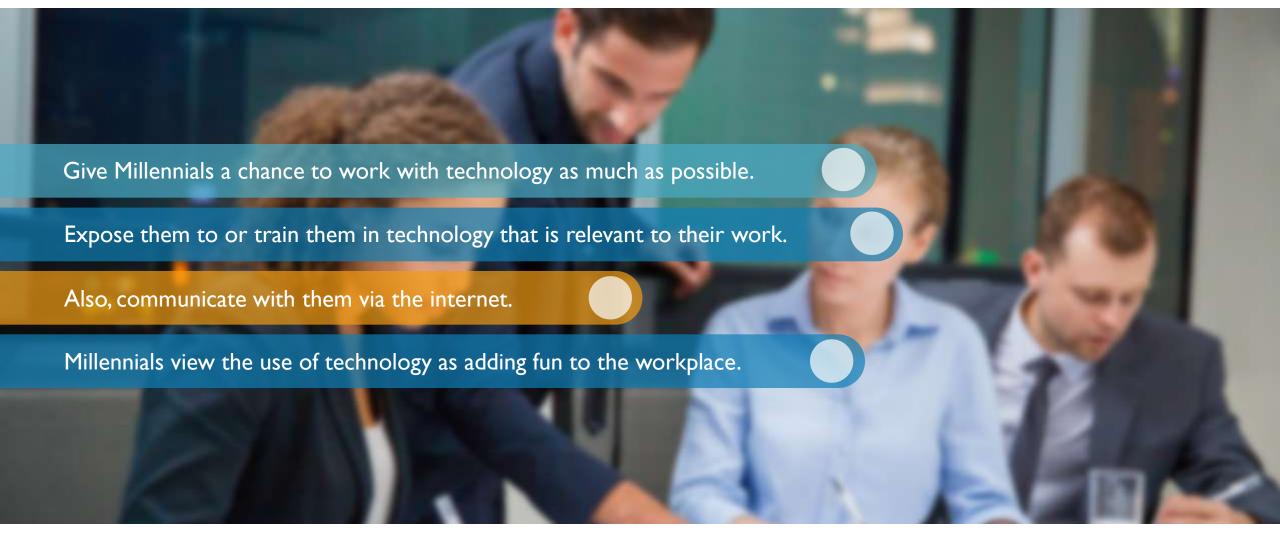
The same goes for rewards or compensation; the would prefer to receive it immediately after they have completed their task.

Ready
Set
Present

Implications for Management

Use technology:

Give Millennials a chance to work with technology as much as possible.

Expose them to or train them in technology that is relevant to their work.

Also, communicate with them via the internet.

Millennials view the use of technology as adding fun to the workplace.

Implications for Management

Provide a social setting

Millennials are team players.

They value collaboration with other bright, creative people and are always looking for a chance to expand their social or professional network.

Ready
Set
Present

Implications for Management

Provide a social setting

Leverage these tendencies; put them to work in groups or arrange introductions.

Millennials will produce quality work and maintain interest in what they're doing.

Ready
Set
Present

Implications for Management

Make work fun and variable:

Members of this generation need to be entertained.

They strongly dislike work they perceive to be unchallenging, meaningless, or monotonous.

One way to keep variety in their work is to capitalize on Millennials' great ability to multi-task; give them numerous tasks to choose from and complete.

Ready
Set
Present

Generational Disconnect

Veterans have the tendency not to question or challenge authority.

This may cause confusion and resentment among the GenXers and GenYs who have been taught to speak up.

Ready
Set
Present

Generational Disconnect

GenXers and GenYs may fail to actively listen to Boomers and Traditionalists, thereby missing valuable information and guidance.
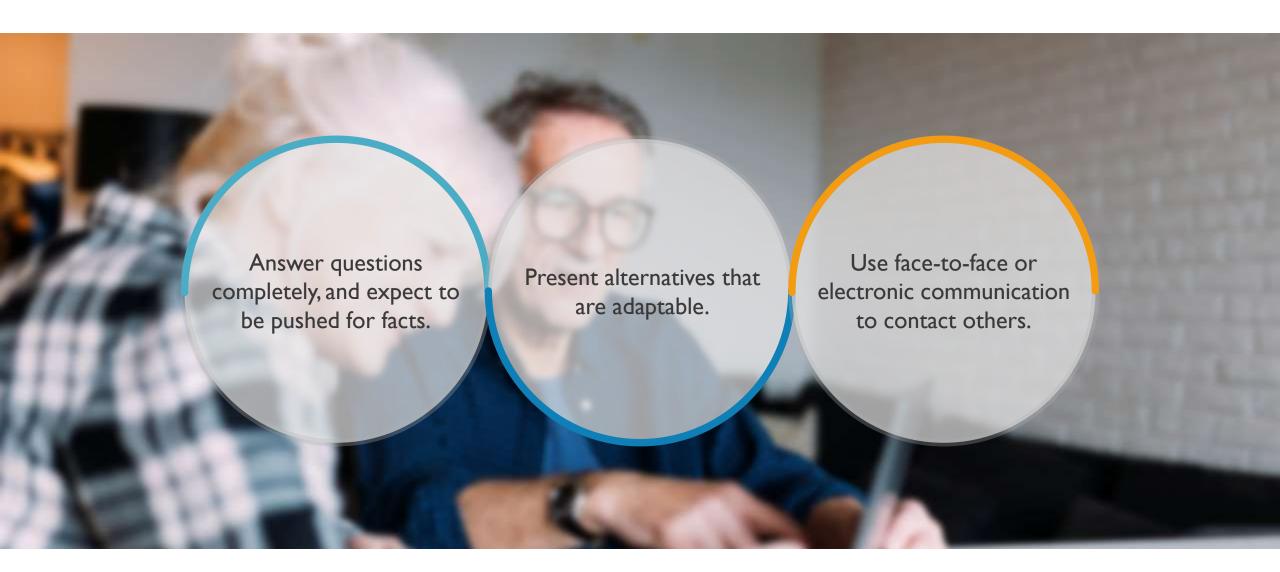
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COMMUNICATION TIPS

Communication Tips: Veterans

Use inclusive language such as "we" and "us."

Use language that is more formal.

Use face-to face or written communication.

Rather than focusing on body language, focus on words.

Do not waste their time.

Allow for slowness to warm up.

Communication Tips: Baby Boomers

Use body language to communicate.

Have an open and direct style of speaking.
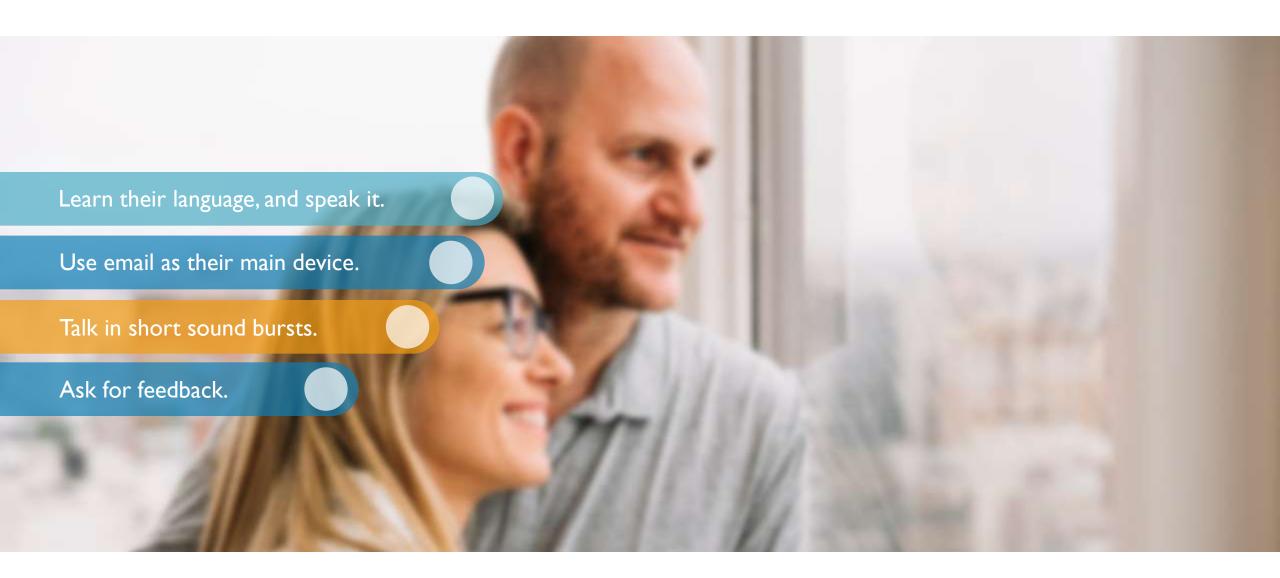
Avoid language that is controlling and manipulative.

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Communication Tips: Baby Boomers

Answer questions completely, and expect to be pushed for facts.

Present alternatives that are adaptable.

Use face-to-face or electronic communication to contact others.

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Communication Tips: GenXers

Learn their language, and speak it.

Use email as their main device.

Talk in short sound bursts.

Ask for feedback.

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Communication Tips: GenXers

Present facts while using straight talk.

Share information immediately and often.

Use a communicative style that is informal.

Tap into their depth of knowledge.

Communication Tips: Millennials
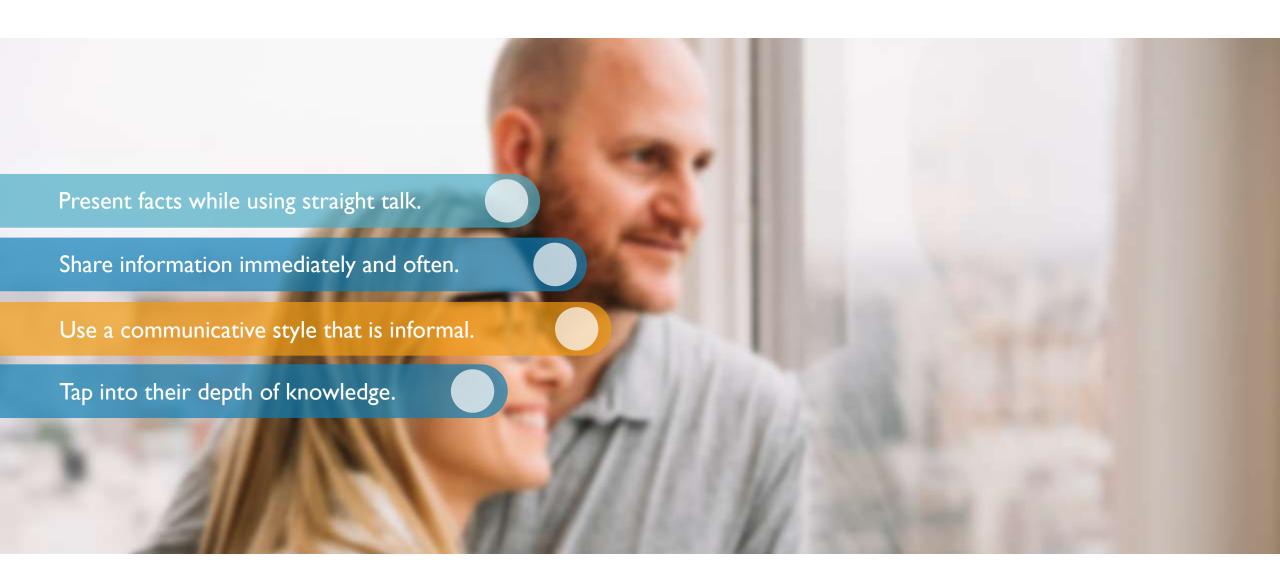
Be descriptive to form mental pictures.

Always ask for their feedback.

They will respect you if you show your respect through language.

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Communication Tips: Millennials
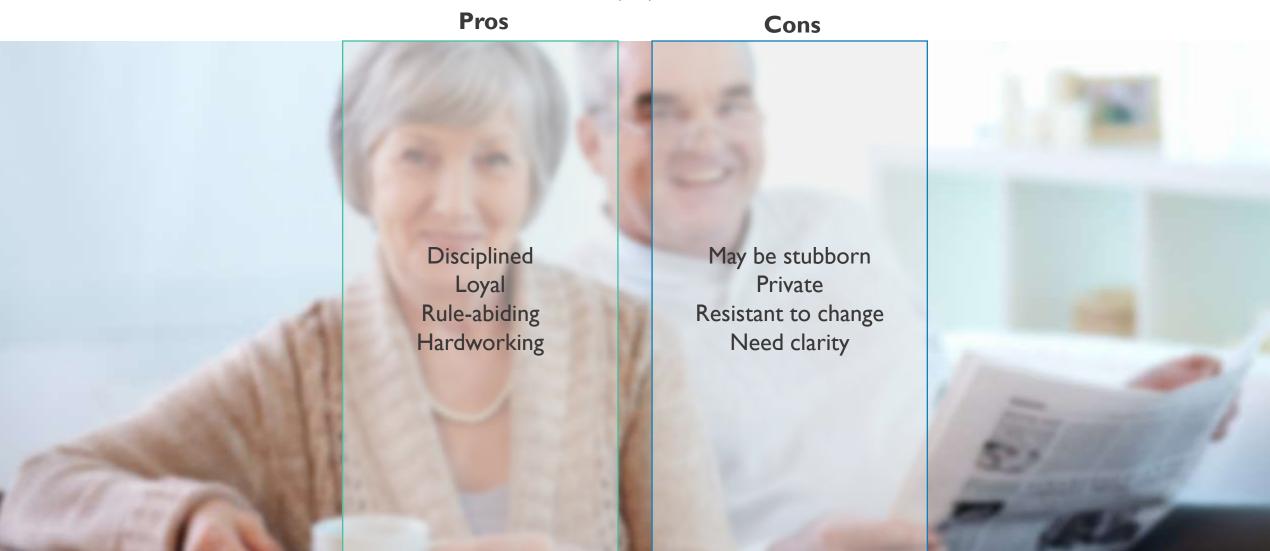
They will resent it if you belittle them.

Assure them that you do not take yourself too seriously by using humor.

Encourage them to go against the norm and seek alternate paths or options.

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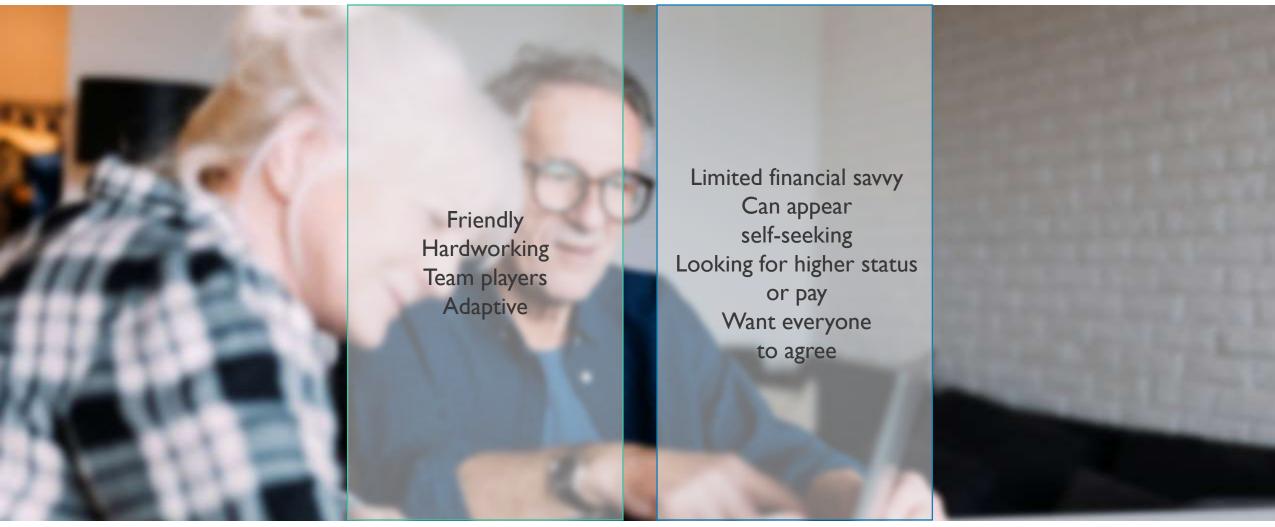# Traditionalists Pros/Cons

Pros

Disciplined
Loyal
Rule-abiding
Hardworking

Cons

May be stubborn
Private
Resistant to change
Need clarity

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Baby Boomers Pros/Cons

Pros

Cons

Friendly
Hardworking
Team players
Adaptive

Limited financial savvy
Can appear
self-seeking
Looking for higher status
or pay
Want everyone
to agree

Generation X Pros/Cons

Pros

Cons

Independent
Goal-oriented
Efficient
Flexible
Technologically
comfortable
Quick learners

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

Millennials Pros/Cons

Pros

Driven
Can multi-task well
Technologically savvy
Quick learners
Flexible
Respectful of rules, authority, and elders

Cons

Want instant gratification/praise
Have high expectations for management
Need guidance
Lose interest if they don't perceive work to be meaningful
Need to have fun
Can appear self-absorbed

Summary: The Differences

Feedback

Veterans:
"No news is
good news."

Boomers:
"Feedback once a year
and lots of
documentation."

GenXers:
"Sorry to interrupt,
but how am I doing?"

GenYs:
"Feedback where I
want it at the push
of a button."

Summary: The Differences

Corporate Tenure

Veterans want to be appreciated due to their years of service and want to be taken care of.

Boomers want to be praised for longevity and are big on equity.

GenXs do not want praise for longevity. They are corporate hoppers.

GenYs believe that loyalty and longevity among a company is not essential.

Summary: The Differences

Job Expectations

Veterans do what needs to be done.

Boomers need understandable and brief job expectations.

GenXs will question the task if they can't see its reasoning.

GenYs want to make a difference and do not want boring jobs.

Summary: The Differences

Retirement

Veteran:
"Put in 30 years, retire and live off of pension/savings."

Boomers:
"If I retire who am I? I have not saved any money, so I need work."

Summary: The Differences

Retirement

GenXs:
"I may retire early. I've saved my money. I may want different experience and a change of careers."

GenYs:
The jury is still out but probably similar to GenXs.

Motivating Messages

Veterans:
Your knowledge
is appreciated.

Boomers:
You are important and
needed.

GenXs:
Forget convention, and
do it your way.

GenYs:
You will work among other
brilliant and resourceful
people.

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Truth for All Generations

(1 of 2)

All employees must

Abide by all company policies.

Complete their job expectations.

Have the right to know their companies expectations of them.

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Truth for All Generations

All employees must

Be given feedback.

Have various communication styles and work.

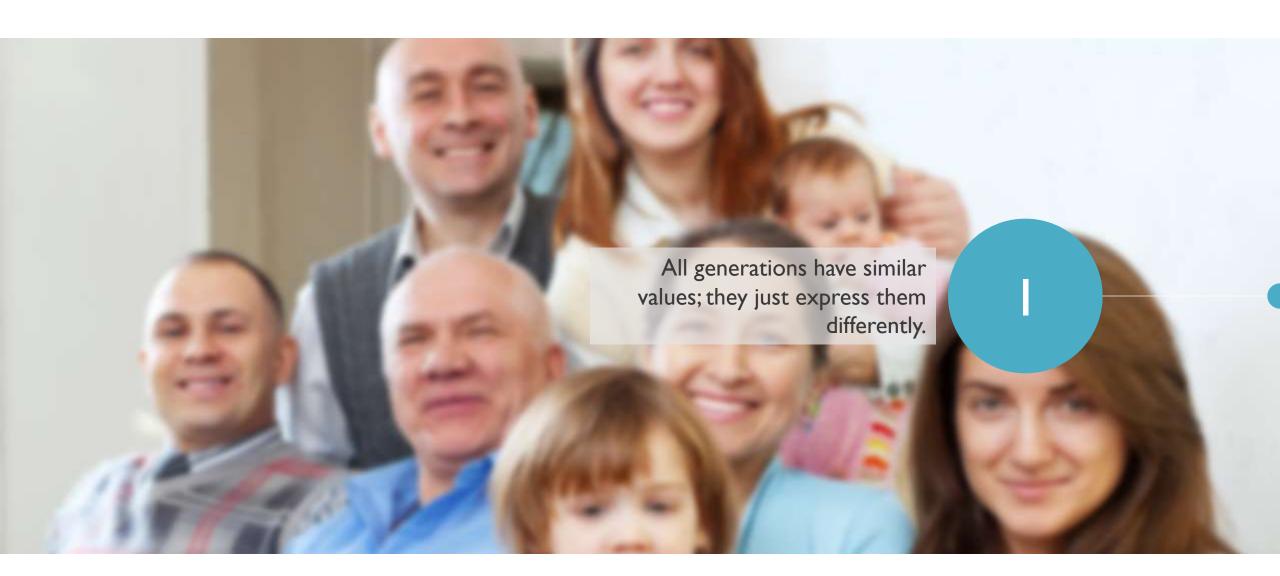Be conscious, considerate and work within these differences.

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Ten Principles

According to "Retiring the Generation Gap," by Jennifer J. Deal, there are ten principles that apply to all generations…

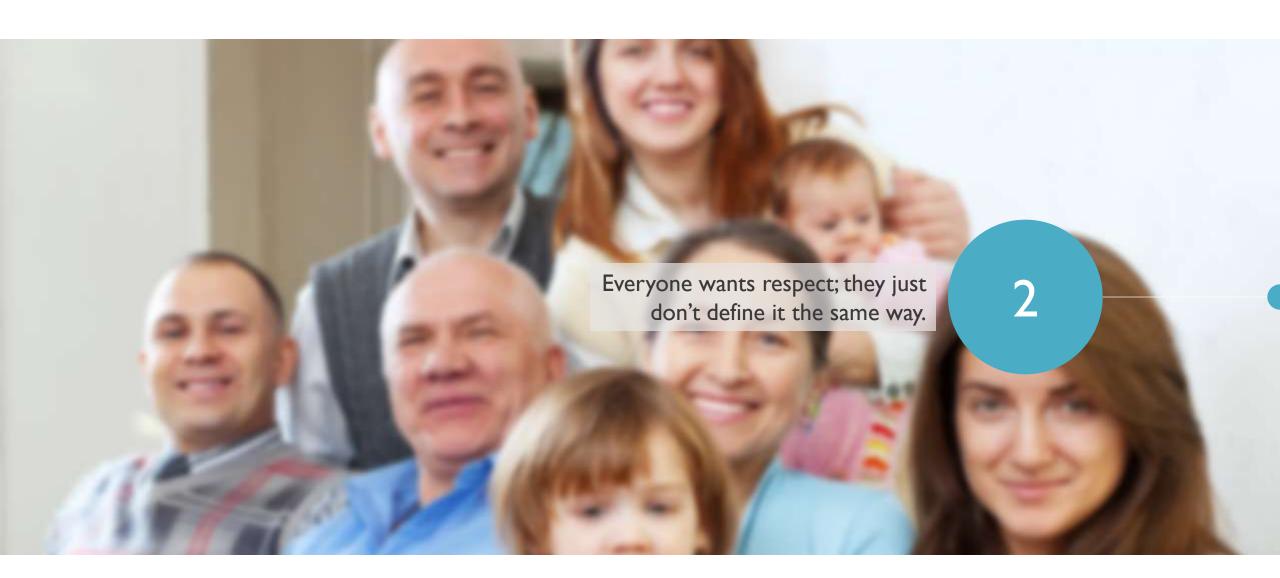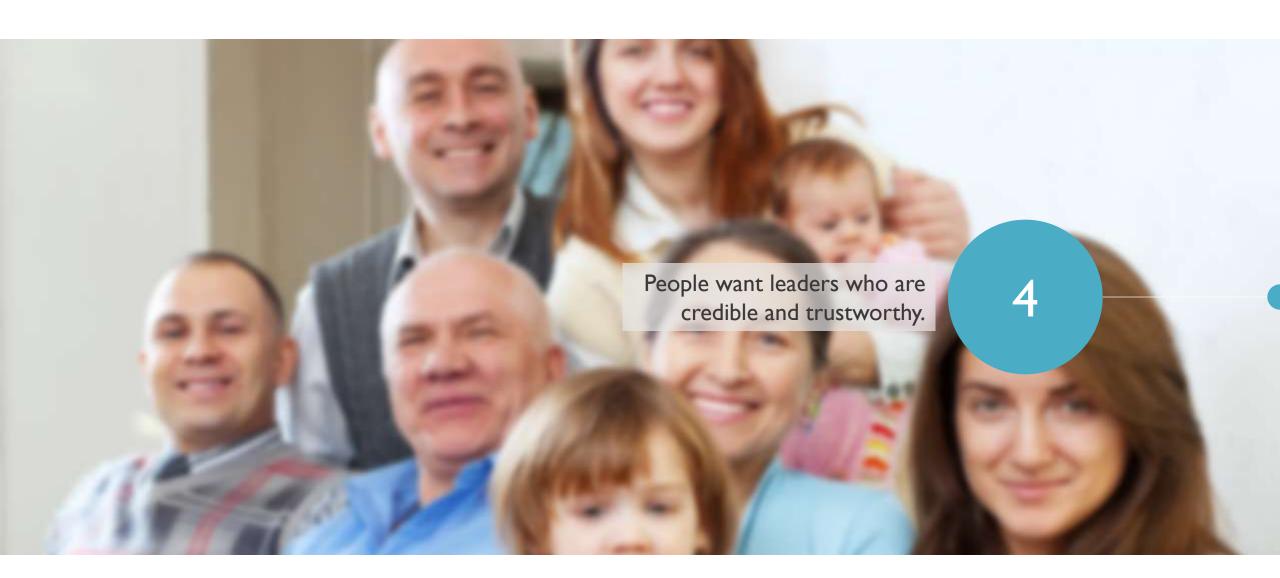All generations have similar values; they just express them differently.

1

Everyone wants respect; they just don't define it the same way.

2

"Retiring the Generation Gap,"
by Jennifer J. Deal

Trust matters.

3

People want leaders who are credible and trustworthy.

4

Organizational politics is a problem – no matter how old (or young) you are.

5

No one really likes change.

6

7

Loyalty depends on the context, not on the generation.

It's as easy to retain a young person as an older one – if you do the right things.

8

"Retiring the Generation Gap,"
by Jennifer J. Deal

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Everyone wants to learn – more than just about anything else.

9

Almost everyone wants a coach.

10

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"Retiring the Generation Gap,"
by Jennifer J. Deal

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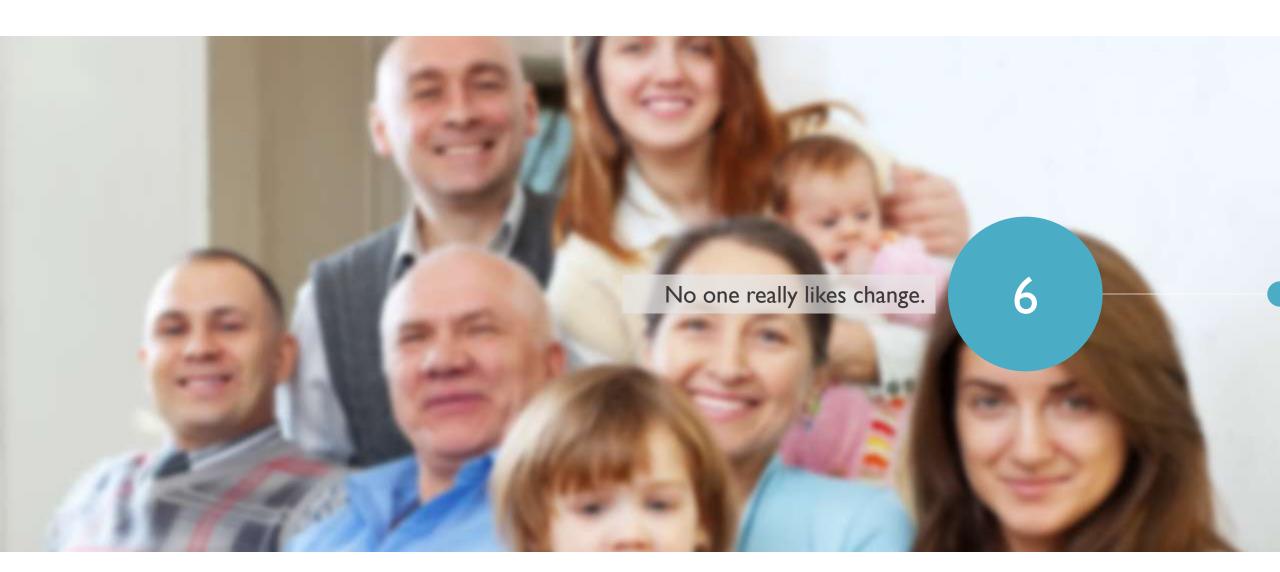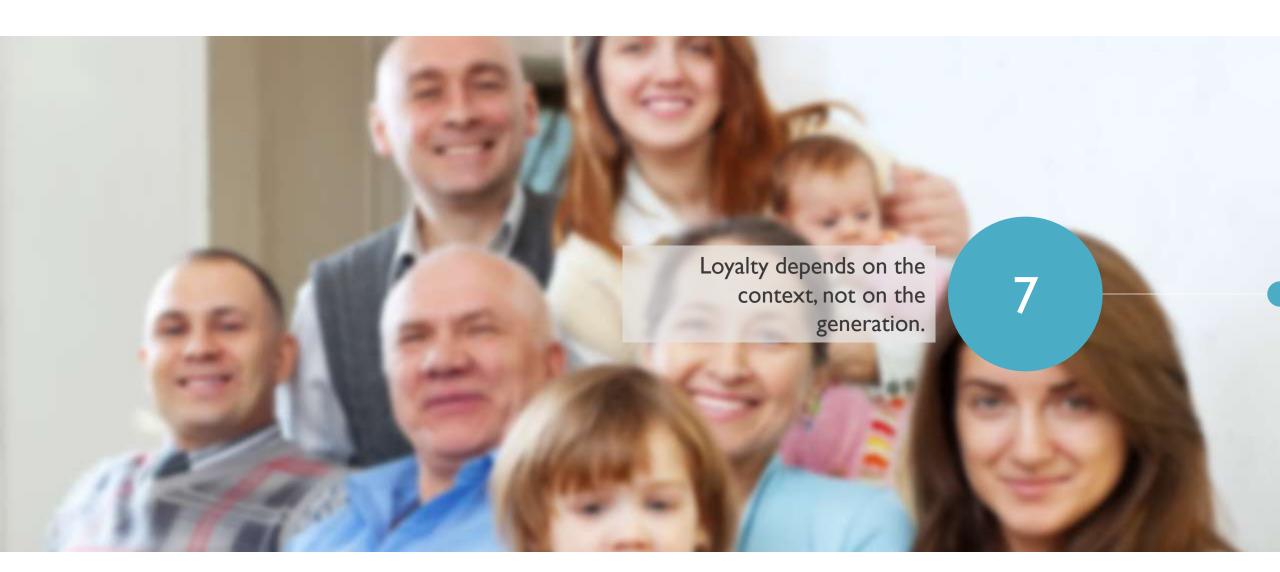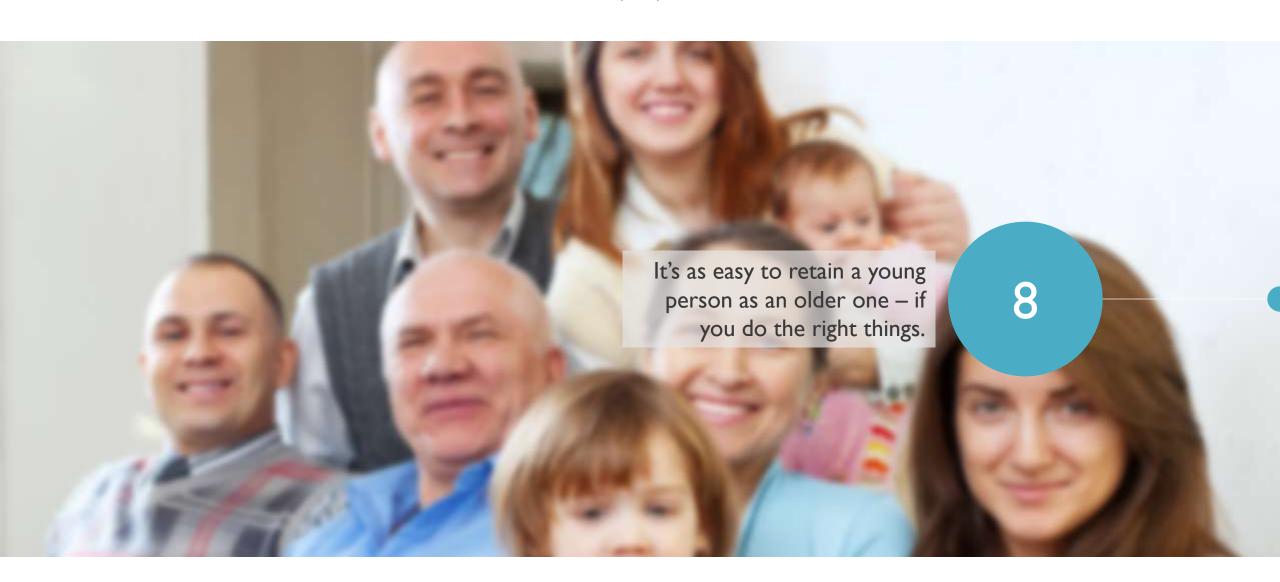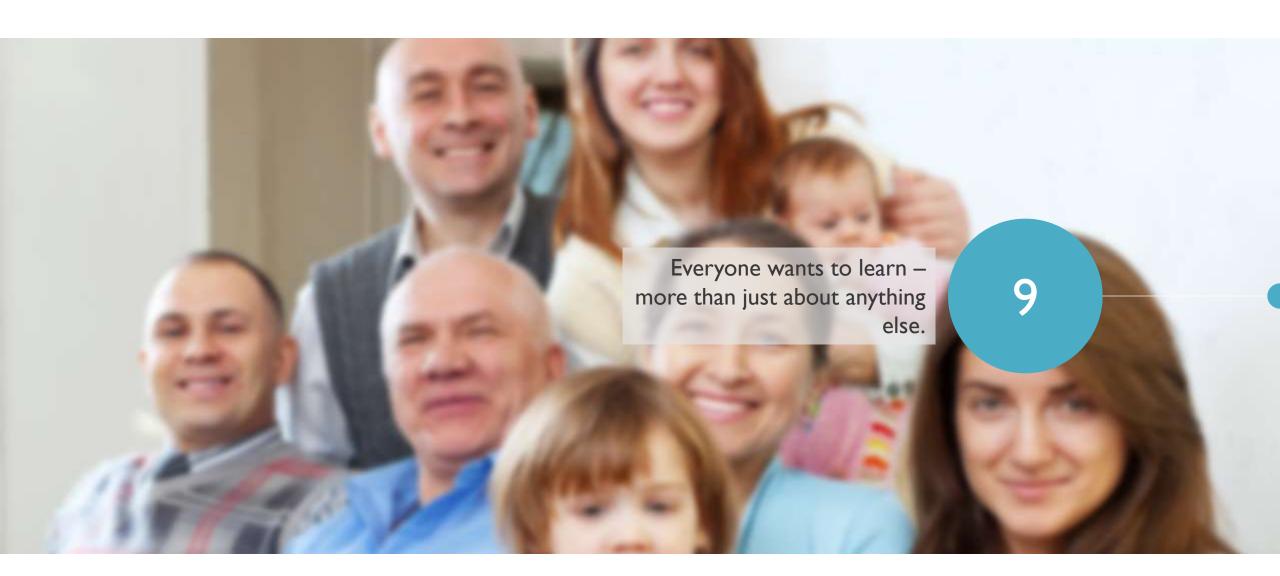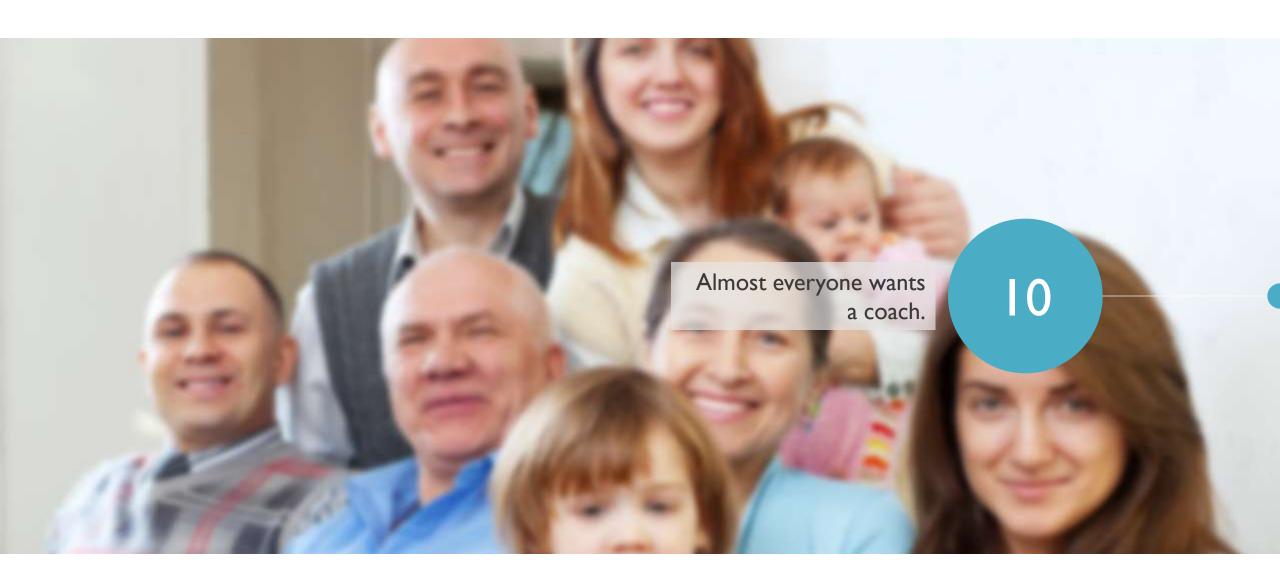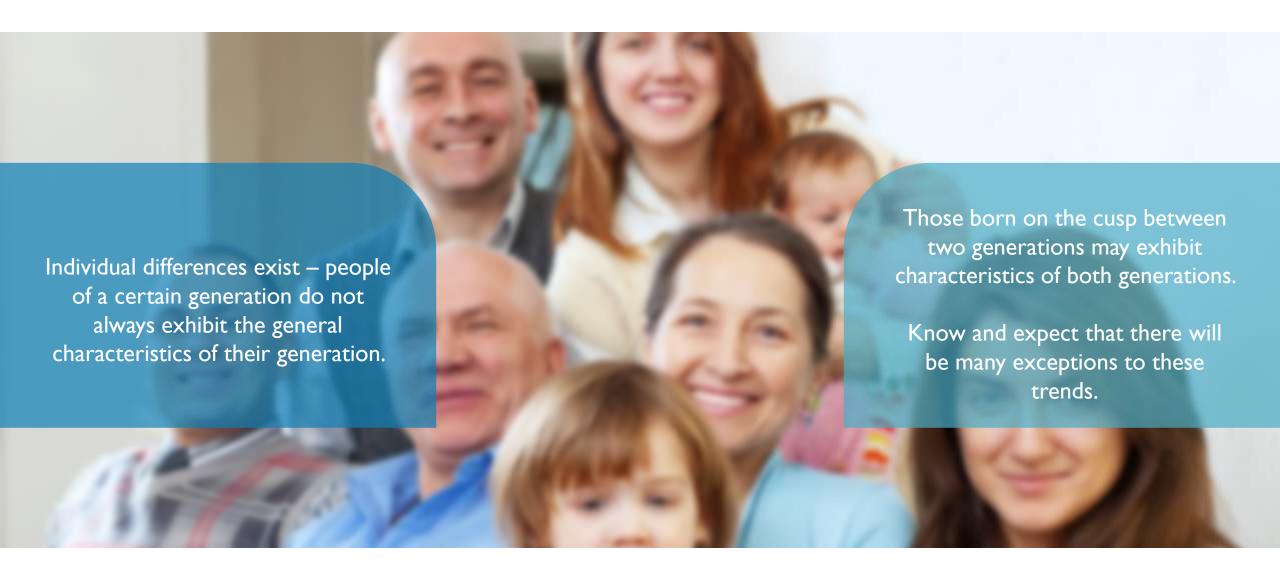
WHAT IS NEEDED FOR SUCCESS ???

ACCEPT AND EMBRACE
ALL GENERATIONS
AND
THEIR DIFFERENCES.

Remember, Everyone is Different

Individual differences exist – people of a certain generation do not always exhibit the general characteristics of their generation.

Those born on the cusp between two generations may exhibit characteristics of both generations.

Know and expect that there will be many exceptions to these trends.

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WHAT IS YOUR NEXT STEP

Action Plan

What are you going to take action on?

Start with the three easiest items.

List specific behaviors.

Be as systematic as possible.

Rank the behaviors in terms of their complexity or degree of difficulty.

Rank the behaviors in terms of chronological order.

Begin with the least difficult behavior.

Advance to a more difficult behavior.

Break difficult behavior down into several smaller behaviors.

Attach time limits to each behavior.

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- Repeat specific behavior until mastered.
- Review all previous behaviors.
- Advance to next most difficult behavior.
- Measure and evaluate.
- Keep records (preferably visual).

Reinforce through reward and punishment.

Use visual reminders (pictures, charts, etc.)

Remember: "A small goal is enough!"

FOR MORE INFORMATION
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