

WORKING ACROSS GENERATIONS

PNW Forestry
Leadership Academy

DID YOU KNOW?

- ⦿ http://www.youtube.com/watch?v=YmwwrGV_aiE

VALUES

- ◉ Are a major component of culture
- ◉ Develop as early as 18 months of age
- ◉ Are locked in between age and 10 to 20 years
- ◉ May change in priority, dependent upon your cycle of life

THE DIFFERENT GENERATIONS

Generation	Circa
Traditionalists/Veterans	1900 – 1943
Baby Boomers	1944 – 1964
Generation “X”	1964 – 1981
Generation “Y”	1981 – 2000
Generation “Z”	2000 - ?

OTHER NAMES

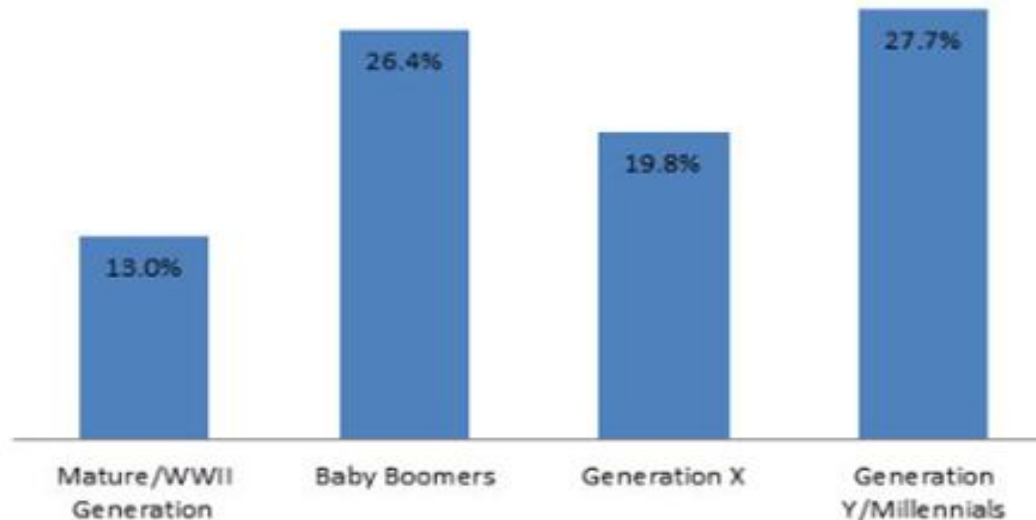
- ◉ Vets - Seniors, Veterans, Pre-Boomers, Matures, The Great Generation
- ◉ Boomers - Just boomers!
- ◉ Gen “X” - Baby busters, latch key kids, the lost generation
- ◉ Gen “Y” - Millennials, The Next Great Generation, Generation Net, Nexters

GENERATIONAL GAP

- ◉ A generation gap describes a vast difference in cultural norms between a younger generation and their elders.
- ◉ A gap occurs when the two do not understand each other due to different and distinct attitudes, behaviors, expectations, habits and motivational buttons.

UNITED STATES GENERATIONAL BREAKDOWN

UNITED STATES BY GENERATIONS, 2010, FOR FOUR GENERATIONS^{32*} ±

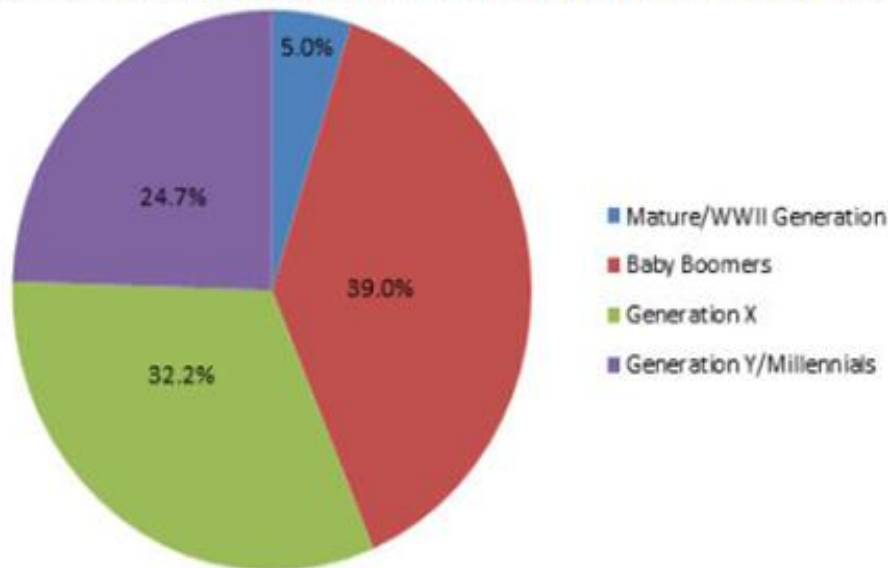


LABOR FORCE

- As of March 2012, there were 154,316,000 people in the civilian labor force.³³
- Total approximate labor force participation by generation:
 - Mature/WWII Generation: 7,676,000³⁴
 - Baby Boomers: 59,893,000³⁵
 - Generation X: 49,433,000³⁶
 - Generation Y/Millennials: 31,927,000³⁷

ANOTHER VIEW

UNITED STATES TOTAL LABOR FORCE PARTICIPATION BY GENERATION, 2010*³⁸



**Note: Total number does not add up to 100%; while there might be members of other generations in this workforce, this Quick Take is focusing on these four dominant generations in the workforce.*

Source: AARP

CORE ELEMENTS

Veterans

- ◉ Respect for authority
- ◉ Conformers
- ◉ Discipline
- ◉ Nuclear family
- ◉ Education is a dream
- ◉ Save

Boomers

- ◉ Optimism
- ◉ Involvement
- ◉ Disintegrating family
- ◉ Education is a birthright
- ◉ Buy now, pay later

CORE ELEMENTS

Gen X

- ◉ Skepticism
- ◉ Fun
- ◉ Informality
- ◉ Latch-key kids
- ◉ Education - a way to get there
- ◉ Money - cautious

Gen Y

- ◉ Realism
- ◉ Confidence
- ◉ Extreme fun
- ◉ Social
- ◉ Merged families
- ◉ Education - expensive
- ◉ Earn to spend

WORK ETHIC AND VALUES

- ◉ Veterans - hard work, respect authority, sacrifice, duty before fun, adhere to rules
- ◉ Boomers - workaholics, work efficiently, crusading causes, personal fulfillment, desire quality
- ◉ Gen X - eliminate the task, self-reliance, want structure and direction, skeptical
- ◉ Gen Y - what's next, multi-tasking, tenacity, entrepreneurial, tolerant, goal oriented

WORK IS...

- ◉ Vets - an obligation
- ◉ Boomers - considered an exciting adventure
- ◉ Gen X - a difficult challenge, a contract
- ◉ Gen Y - A means to an end, fulfillment

FEEDBACK AND REWARDS

- ◉ Vets - no news is good news, satisfaction in a job well done
- ◉ Boomers - don't appreciate it, money, title recognition
- ◉ Gen X - sorry to interrupt, but how am I doing?, freedom is the best reward
- ◉ Gen Y - Whenever I want it, at the push of a button, meaningful work

GENERATION Z



OUR CHALLENGE - REACHING THE NEW GENERATIONS

1. Motivating
2. Recognizing
3. Communicating
4. Engaging
5. Teaching

WORKING WITH TRADITIONALISTS

- ◉ Honor the chain of command
- ◉ Value their experience
- ◉ Appreciate their dedication
- ◉ Use formalities
- ◉ Learn their history

GEN XERS WORKING WITH BOOMERS

- ◉ Show respect
- ◉ Choose face-to-face conversations
- ◉ Give them your full attention
- ◉ Play the game
- ◉ Learn the corporate history

BOOMERS WORKING WITH XERS

- ◉ Get to the point
- ◉ Use email
- ◉ Give them space
- ◉ Get over the notion of dues paying
- ◉ Lighten up

WORKING WITH MILLENNIALS

- ⦿ Challenge them
- ⦿ Ask them their opinion
- ⦿ Find them a mentor
- ⦿ Provide timely feedback
- ⦿ Again, get to the point!

YOUTUBE VIDEO

- ◉ <http://www.youtube.com/watch?v=42E2fAWM6rA>

TABLE QUESTIONS

1. Identify practical ways to reach out to members of the various generations
2. How do you recruit, retain and reactivate members of the various generations?
3. What services do you need to provide to be relevant to the various generations?
4. How will your organization respond to the diversity of a multi-generational group?

MY GENERATION

- ◉ <http://www.youtube.com/watch?gl=GB&hl=en-GB&v=zqfFrCUrEbY>