



Partners for a better workplace



Four Generations Working Together

Presented

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The Reality



Partners for a better workplace

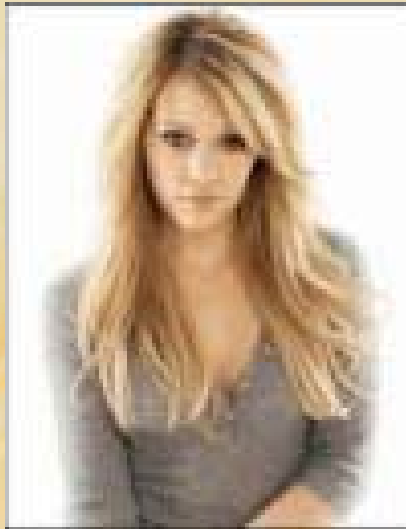
- There are four generations of employees represented in the U.S. workforce
- The question is not, “Will you have a multigenerational workplace?” The question is, “Are you prepared?”
- The ability to recognize and bridge generation gaps can create a powerful competitive advantage

Learning Objectives



- Identify characteristics of the four generations in the workplace
- Recognize issues and situations that may be influenced by generational differences
- Apply practical tips for working successfully in a multigenerational workplace

How Much Do You Know?



How Much Do You Know?



How Much Do You Know?



How Much Do You Know?



How Much Do You Know?



How Much Do You Know?



- ROTFL
- BFF
- BRB
- WOMBAT
- (((H)))

How Much Do You Know?



Four Generations in the Workplace



<u>4 Generations</u>	<u>Birth Years</u>
Traditionalists	1925-1946
Baby Boomers	1946-1964
Generation X	1964-1981
Generation Y	1982-2002

Generations at a Glance



Generation	Born Between	Characteristics	Stereotyped As
Traditionalists	1925-1946	Hardworking; Dedicated; Respectful of rules and authority; Conservative	Old-fashioned; Behind the times; Rigid/Autocratic; Change/Risk averse
Baby Boomers	1946-1964	Youthful self identity; Optimistic; Team player; Competitive	Self-centered; Unrealistic; Political; Power-driven; Workaholic
Generation X	1964-1981	Balanced (work/life quality); Self-reliant; Pragmatic	Slackers; Selfish; Impatient; Cynical
Generation Y	1982-2002	Fast pace/Multitasking; Fun-seeking; Technology savvy	Short attention span; Spoiled and disrespectful; Technology dependent

Generation Differences



- Feedback & Communication Styles
- Work Processes & Technology Focus
- Work Motivation & Rewards (work/life balance)
- Business Etiquette
- Dress & Grooming
- Authority, Leadership and Hierarchy
- Views about what is or is not respectful

Traditionalists

1925-1946



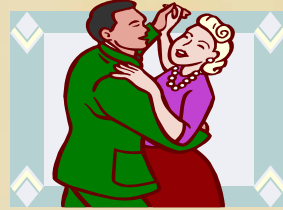
Work style and values

- Respect for rules, hierarchy and authority
- Dedication; hard work
- Loyalty
- Sacrifice
- Duty before fun
- Value tradition

What Characterizes a Traditionalist?



- Traditionalists experienced the Great Depression, World War II and Pearl Harbor, FDR and Lindbergh
- Female career = mom
- Traditionalists tuned in to the radio for entertainment and the latest news



Baby Boomers 1946-1964



Work style and values

- Work is a priority
- Optimistic
- Personal fulfillment
- Competitive
- Strong professional networks
- Value meaning

Who are the Baby Boomers?



- Currently between the ages of 42 and 62 (born between 1946-1964)
- Make up about 45% of the US population or 76 million people



What Characterizes a Boomer?



- Most went to elementary and high school in the 50's, 60's and early 70's
- They have experienced a major war - Vietnam, the Civil Rights movement, the sexual revolution, Watergate, and the race for space.
- Most were reared by Depression-era parents who wanted a better life for their kids

What Characterizes a Boomer?



- Boomers grew up watching “Father Knows Best”, “Leave it to Beaver”, and “Bonanza”
- They listened to the Beatles, the Rolling Stones, and Bob Dylan
- Boomers experienced the “if it feels good, do it” movement
- They championed freedom of speech and a distrust of the “establishment”
- Boomers are the sandwich generation - caring for both elderly parents and adult children

What Characterizes a Boomer?



“When we were young, we didn’t trust anyone over 30. Now that we are over 30, we don’t trust anyone at all.”

Generation X 1964-1981



Work style and values

- Self-reliance
- Desire flexibility
- Skepticism
- Technology
- Informal
- Value Balance (work/life)

Who are the Xers?



- Currently between the ages of 27 and 44 (born between 1964-1981)
- There are about 41 million Xers in the US

What characterizes an Xer?



- The first “latch-key kids”. Children of divorce – grew up with single parents.
- Television has occupied a significant part of their lives. By age 5, a Gen Xer had watched 5000 hours of television.
- Xer’s have seen the debut of MTV, the technological revolution, the space shuttle Challenger explode and Ryan White educating the world on AIDS

What characterizes an Xer?

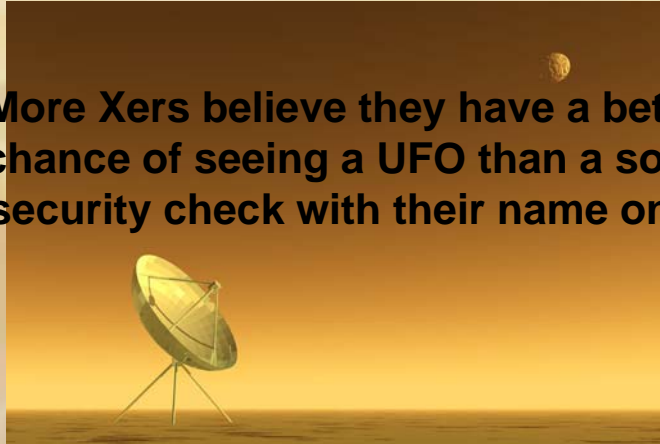


- Xer’s grew up watching shows like the Brady Bunch, Full House and My Two Dads
- Over 51% of Xers have completed or enrolled in more than 1 year of college
- Xer’s are marrying later, having kids later and want to spend time with family
- Many Xer’s still live with their moms and dads

What characterizes an Xer?



“More Xers believe they have a better chance of seeing a UFO than a social security check with their name on it”



Generation Y 1982-2002



Work style and values

- Fast paced (multi-tasking/multimedia)
- Tenacity/Directness
- Entrepreneurial
- Global diversity (people/perspectives/access)
- Technology savvy
- Value fun

Who is Generation Y?



- Currently 25 and younger
- Makes up about 15% of the workforce
- Also called the “Millennials”, “Technology Generation” or the “Nexters”



What Characterizes Generation Y?



- Hopeful, polite and determined
- Participative style
- The Internet Generation
- Great multi-taskers
- Civic minded

What Characterizes Generation Y?



- Defining moments include: The Oklahoma City bombing, Columbine shootings, 911
- Sports heroes are Tiger Woods and Mia Hamm

What Characterizes Generation Y?



- Most protected generation
- Most educated generation
- Like the latest technology
- Like to ask questions
- Public activism

What are They All Seeking From Their Jobs?



MANY DIFFERENT THINGS.....



How Do We Manage Them All?



Recruiting

- Boomers – redefine retirement; show them the track
- Gen X – “We want you to have a life”; free time is a benefit; evaluate on merit; short term incentive programs
- Gen Y – Use the Internet; demonstrate corporate conscious

How Do We Manage Them All?



Day-to-day Management

- Boomers – value their experience; give them credit; reward them with perks and status symbols
- Gen X – avoid micromanaging; manage by objective; create choices; give immediate and meaningful rewards; no BS
- Gen Y – value diversity; provide guidance; show meaning; leverage experience; provide team opportunities

How Do We Manage Them All?



Training

- Boomers – traditional methods (classroom); limit technology; ease into change; control the class
- Gen X – create choices; use technology; make it interesting; give them the WIIFM; no lecturing; focus on need to know information
- Gen Y – use mentor programs; ramp up orientation training; technology is a must

The New “Gen Mixers”



Partners for a better workplace

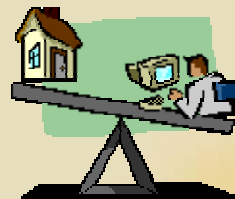
- People of all ages have already started to dissolve the boundaries between generations as they adapt to the new workplace.
- The most successful people are the true “Gen Mixers” who bring to work every day their enthusiasm, flexibility, and voracious desire to learn.
- They are responsible for how they create their lives and how they use their talents and skills to collaborate on getting the best work done every day.
- The skills, talents, and expertise of every generation are needed more than ever to rebuild an economy that has been on a roller coaster ride for nearly two decades. In an unstable, unpredictable world, organizations must turn diversity into a strength and become fluid and flexible to meet marketplace demands.

Conclusions



Partners for a better workplace

- **Managers must recognize and embrace differences, whether they be generational, sexual, or racial**
- **Managers must be flexible and may even have to abandon some old ways of doing things**
- **Times continue to change and the workplace is changing quickly**



START:

STOP:

CONTINUE:

May we all work in harmony!