



Learning Objectives

- Identify the 4 generations in today's workforce
- Understand the characteristics of those generations
- Identify best practices for working with the various generations



What is a Generation Gap?

- Generational differences in cultural norms





- <https://www.youtube.com/watch?v=4bJPy1B6T1w>



Sources of Conflict



- Work Ethic
- Communication
- Technology
- Schedules
- Perspective
- View of Authority





Generations

Traditionalists



Born before 1946

Baby Boomers



Born between 1946-1964



Generations

Generation X



Born between 1965-1980

Millennials



Born between 1981-2004



Which Generation Are You?

- By Birth Year, how many...
 - Traditionalists?
 - Baby Boomers?
 - Generation X?
 - Millennials?
- Take the Quiz
 - Does your personality match the generation you were born into?



Traditionalists

- **Experiences:**
 - Great Depression
 - WWII
 - Pearl Harbor
 - Jackie Robinson joining the majors
- **Values:**
 - Country
 - Respect for authority
 - Loyalty
 - Hard work
 - Dedication
 - Rules
 - Sacrifice



Traditionalists

- **Motivated by:**
 - Feeling their experience matters
 - Symbols of loyalty
 - 25 year plaque
- **Management Actions:**
 - Connect their actions/contributions to the greater good of the organization
- **Communication Style:**
 - Linear
 - Logical
 - Respectful
 - More Formal
- **Avoid:**
 - Slang
 - Profanity
 - Disrespect
 - Poor Grammar



Traditionalists in the Workplace

- https://www.youtube.com/watch?v=xxC-_BogxWA



Baby Boomers

- **Experiences:**
 - Civil Rights
 - Sexual Revolution
 - Space Travel
 - Woodstock
 - Cold War
 - Vietnam
- **Values:**
 - Hard work
 - Health
 - Youth
 - Material Wealth
 - Personal Gratification
 - Believe they can change the world



Baby Boomers

- **Motivated by:**
 - Being needed
 - Feeling they can make a difference
- **Management Actions:**
 - Get them involved and show them how they can make a difference
- **Communication Style:**
 - Personal
 - Informative
- **Avoid:**
 - One-upmanship
 - Abrupt and blunt communication
 - Harsh communication



Boomers and Millennials

- <https://www.youtube.com/watch?v=V2k3Mx07B9I>



Generation X

- **Experiences:**
 - Berlin wall falls
 - Chernobyl
 - Economic uncertainty of the 80's
 - Exxon Valdez
 - Three Mile Island
 - John Lennon killed
- **Values:**
 - Independence
 - Self-Reliance
 - Time Management
 - Flexible Work
 - Work less, play more
 - Autonomy



Generation X

- **Motivated by:**
 - Autonomy and Flexibility
 - Opportunities for development
 - Resume builders
- **Management Actions:**
 - Give them choices and autonomy
- **Communication Style:**
 - Direct
 - Straightforward
- **Avoid:**
 - Corporate speak
 - Calling them after business hours



Millennials

- **Experiences:**

- 9/11
- Columbine
- Iraq War
- Katrina
- Grew up with technology

- **Values:**

- Flexible work
- Autonomy
- Tell me why I am doing this
- Serve your community
- Stay connected 24/7
- Multi-task
- Thinks outside the box
- Values diversity



Millennials

- **Motivated by:**
 - Respect
 - Being Heard
 - Being Appreciated
 - Working towards a common goal
- **Management Actions:**
 - Connect actions with personal goals
- **Communication Style:**
 - Positive
 - Motivational
 - Personal
 - Goal-Oriented
 - FEEDBACK NEEDED!
- **Avoid:**
 - Sarcasm
 - Cynicism
 - Negativity



Understanding Millennials

- <https://www.youtube.com/watch?v=Y6FHJr2ky7k>



How to Handle Differences

- Meet your employees where they are
 - Don't expect them to be like you
 - Work with them to play to their strengths and preferences
 - Pick your battles
- One size doesn't fit all
- Let go of old views
- Don't...
 - Let bad behavior slide
 - Ask for change and explain why it is important



Generational Lens

- <https://www.youtube.com/watch?v=D3SsgQ6mIpw>



Working with Traditionalists

- Train them in technology, PATIENCE is important
 - Try to use a trainer their age
- Use Traditional rewards
 - Plaques, photos, lunch with the CEO





Working with Boomers

- Let them know you value their experience
 - Reward dedication
- Focus on the Impact they can have
- Focus on their soft skills
 - Strategic Planning
 - Budgeting
 - Coaching





Working with Gen X

- Give them space
 - Provide contacts if they need it
 - Provide resources
- Give lots of tasks/projects
- Autonomy





Working with Millennials

- Give Feedback often
- Have an open door policy
- Flexibility is key
- Let them collaborate
- Mentorship
- Ensure they feel valued
- Use their passion





What's Next: Generation I

- <http://www.youtube.com/watch?v=5nCzs4xgl0Q>