



*Partners for a better workplace*



## ***Four Generations Working Together***

***Presented***

***By***

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## **The Reality**



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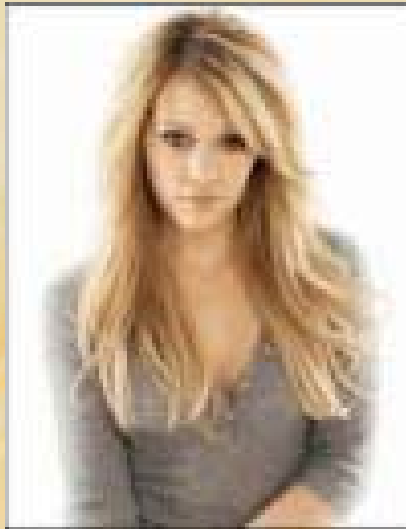
- There are four generations of employees represented in the U.S. workforce
- The question is not, “Will you have a multigenerational workplace?” The question is, “Are you prepared?”
- The ability to recognize and bridge generation gaps can create a powerful competitive advantage

## 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?



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# 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
<b>Traditionalists</b>	1925-1946	Hardworking; Dedicated; Respectful of rules and authority; Conservative	Old-fashioned; Behind the times; Rigid/Autocratic; Change/Risk averse
<b>Baby Boomers</b>	1946-1964	Youthful self identity; Optimistic; Team player; Competitive	Self-centered; Unrealistic; Political; Power-driven; Workaholic
<b>Generation X</b>	1964-1981	Balanced (work/life quality); Self-reliant; Pragmatic	Slackers; Selfish; Impatient; Cynical
<b>Generation Y</b>	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?

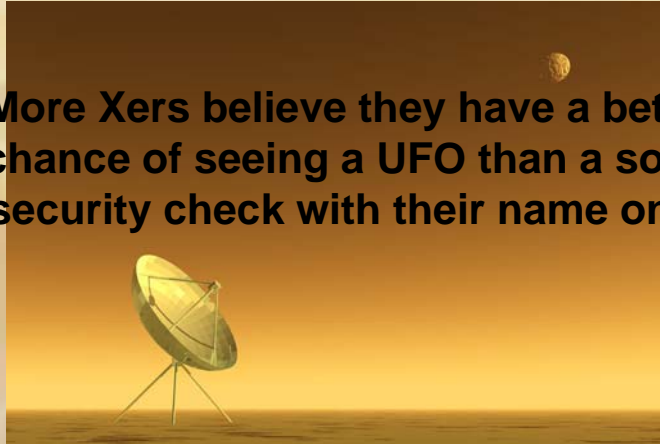


- Xer’s grew up watching shows like the Brady Bunch, Full House and My Two Dads
- Over 51% of Xers have completed or enrolled in more than 1 year of college
- Xer’s are marrying later, having kids later and want to spend time with family
- Many Xer’s still live with their moms and dads

## 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”



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- 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



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- **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!**