

GENERATION Birth Dates	1922 - 1945	1946 - 1964	1965 - 1980	1981 - 2000
	Traditionalists (Veterans)	Boomers	Generation X	Generation Y (Next or Millennial)
GENERATION Ages	64 – 87 yrs.	45 – 63 yrs.	29 – 44 yrs.	9 – 28 yrs.

THE FOUR GENERATIONS IN THE WORKPLACE

With a Lens on Diversity

‘Generation Y thinks Generation X
is a bunch of whiners.

Generation X sees Generation Y
as arrogant and entitled.

And everyone thinks the Baby Boomers
are self-absorbed workaholics.’

Did You Know?

The Four Generations In The Workplace

How do generational differences affect the way employees prefer to work?

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How can we work most effectively together?

Traditionalist / Veteran

I'm 64 – 87
years old



1922 - 1945

- Respectful of authority
- Hierarchical
- Loyal to institutions
- Rule makers and conformists
- Motivated by financial rewards and security

Traditionalist / Veteran

I grew up in a world where...



64 – 87 years old

- Pride of allied military success
- Booming post-war economy
- Growth of suburbs
- Increased availability of consumer goods
- Growth in white collar jobs

Joiners ◆ *Institutional Loyalty* ◆ *Acceptance of Hierarchy & Rules*

Boomer

- Anti-authoritarian
- Idealistic
- Motivated by changing the world
- Competitive

I'm 45 – 63
years old



1946 - 1964

Boomer

- Vietnam
- Civil Rights
- Widespread protests
- Assassinations of Kennedy brothers and MLK
- Watergate and Nixon's resignation
- Lots of other boomer teens

I grew up experiencing...



45 – 63 years old

Competitive ◆

Anti-authoritarian ◆

Idealistic

A Chorus of Corporate Concerns About Generation Y (and X too)



64 – 87 yrs.



45 – 63 yrs.

They want time off for everything!

They spend too much time on-line

They don't respect tenure

They're communication skills are lousy

They're not willing to pay their dues

They have no loyalty- they only stay a short time

They're too impatient

They send messages to the President

Generation X

I'm 29 – 44
years old



1965 - 1980

- Self-reliant
- Anti-institution
- Rule-morphing
- Tribal
- Information-rich

Generation X

I grew up in a
time of...



29 – 44 years old

- Troubled economy
- Challenger disaster
- Widespread layoffs from re-engineering
- Women becoming omnipresent in the workforce
- Rising divorce rates
- Introduction of electronic games and the internet

Self-Reliance ◆ ***Mistrust of Institutions*** ◆ ***Dedicated Parent***

Generation Y (Millennial or Next)

- Confident and full of self-esteem
- Impatient and eager to live “now”
- Pro-education and goal-oriented
- Socially conscious
- Value things other than income and status as being primary in life: family and planet
- Willing to make trade-offs to live their values
- Highly tolerant
- Plugged-in and parallel thinkers

I'm 9 – 28
years old



1981 - 2000

Generation Y (Millennial or Next)

- Terrorism: 9/11, World Trade Center, Oklahoma City
- School Violence: Columbine, Virginia Tech
- Ubiquitous technology
- Working mothers
- Unprecedented bull market (followed by a severe recession)
- Pro-child culture (soccer moms)

I'm living through times of...



9 – 28 years old

Trustful of authority ♦ *Parents as role models* ♦ *Near-zero generation gap*

An Echo of Concerns in Return



29 - 44 yrs.



9 - 28 yrs.

They don't
treat me
with respect

They spend
way too
much time in
meetings

They're
inefficient!

They don't use
technology to
make our job
easier

They're
obsessed with
"face time"

They don't
respond in a
reasonable
timeframe

What is it with
these people and
8am?

They assume I'm
interested in the
path they chose

Belief Systems – By Generation

TOPIC	TRADITIONALISTS	BOOMERS	GEN X	GEN Y
<i>Loyalty to Employer</i>	I will retire from my first job.	I could work my way to the top!	I'll work if I have to.	Jobs are a dime a dozen*
<i>Training</i>	I will learn in any manner I am told.	Tell me WHAT to do.	Show me HOW to do it.	WHY do I need to learn this?
<i>Respecting Elders</i>	Demanded.	Is automatic.	Is polite.	Just because they're older? No way!
<i>Change</i>	Fearful	Dislike	Accept	Demand
<i>Communication</i>	Coffee with the neighbor	Via Parent's Phone	Via Personal Phone	PDA/cell/ e-mail/twitter/ blogs/social networking sites
<i>Technology</i>	Ignorant	Question Value	Comfortable	Masters

*Prior to recent recession

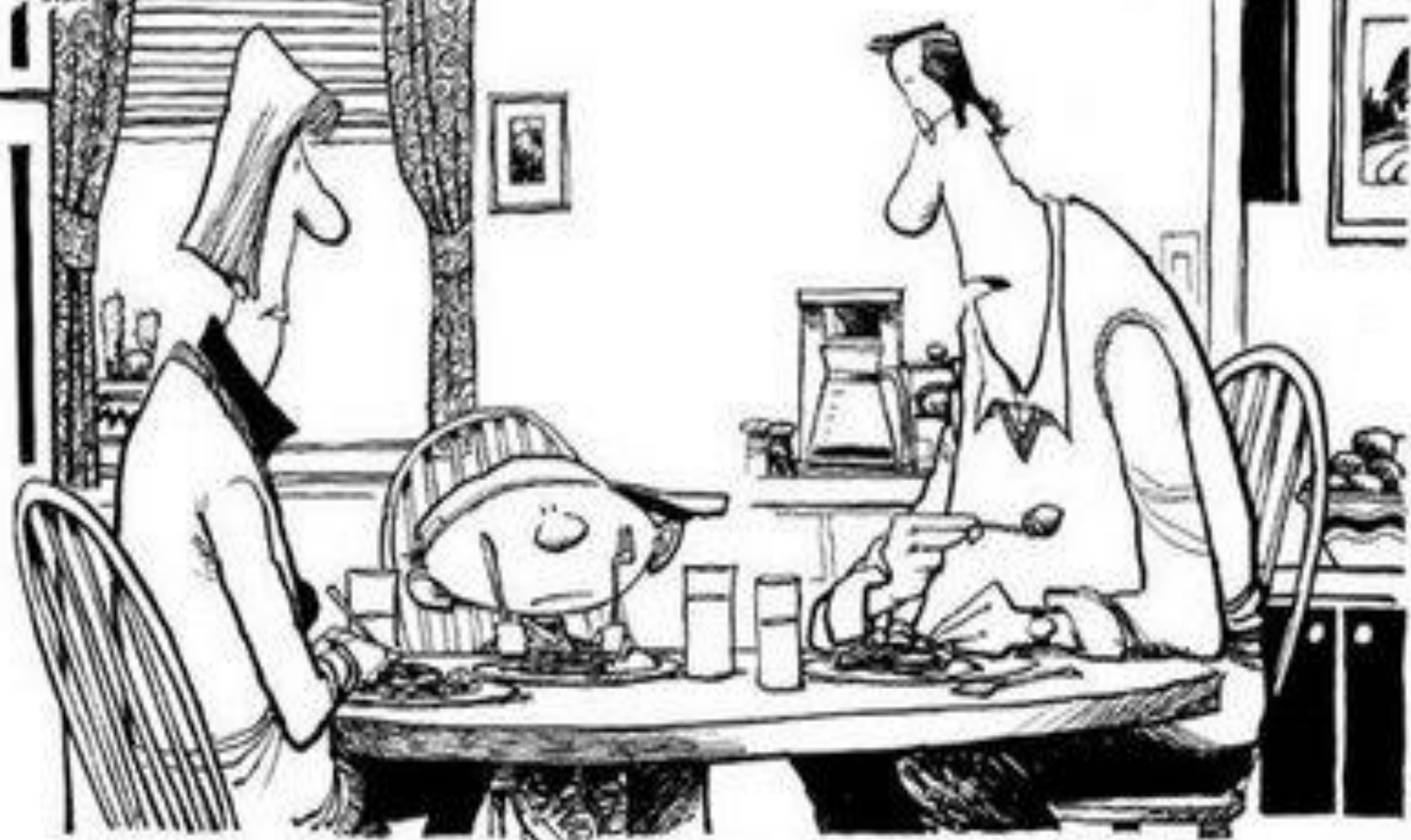
GENERATION TIMELINE	64 – 87 yrs.	45 – 63 yrs.	29 – 44 yrs.	9 – 28 yrs.
	Traditionalists	Boomers	Generation X	Generation Y
Training	The hard way	Too much and I'll leave	Required to keep me	Continuous and expected
Learning Style	Classroom	Facilitated	Independent	Collaborative and networked
Communication	Top down	Horizontal	Independent	Collaborative and now
Decision Making	Seeks approval	Team informed	Team included	Collaborative
Leadership Style	Command & control	Get out of the way	Coach	Partner
Feedback	No news is good news	Once per year	Weekly/daily	On demand, 360
Changing Jobs	Unwise	Sets me back	Necessary	Keep options open

Source: Lancaster, L.C. and Stillman, D. When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work. Wheaton, IL. Harper Business

How to Work Together Effectively

- Communication preferences
- Assignments: Independent vs. Team
- Using Technology
- Work Ethics
- Become an expert

W. B. ROYMAN
COURTESY
ANDREW
BOYD



"WELL, YES, WE COULD READ YOUR BLOG.... OR YOU COULD JUST
TELL US ABOUT YOUR SCHOOL DAY."

Supportive Behaviors & Tips

Traditionalists...

- By nature Traditionalists are private, the "silent generation". Don't expect members of this generation to share their thoughts immediately.
- For the Traditionalist a educator's word is his/her bond, so it's important to focus on words rather than body language or inferences.
- Face to face or written communication is preferred.
- Don't waste their time, or let them feel as though their time is being wasted.

Baby Boomers...

- Boomers are the "show me" generation, so your body language is important when communicating.
- Speak in an open, direct style but avoid controlling language.
- Answer questions thoroughly and expect to be pressed for the details.
- Present options to demonstrate flexibility in your thinking.

Generation X...

- Use email as a primary communication tool.
- Talk in short sound bites to keep their attention.
- Ask them for their feedback and provide them with regular feedback.
- Share information with them on a regular basis and strive to keep them in the loop.
- Use an informal communication style.

Generation Y...

- Use action words and challenge them at every opportunity.
- They will resent it if you talk down to them.
- They prefer email communication.
- Seek their feedback constantly and provide them with regular feedback.
- Use humor and create a fun learning environment. Don't take yourself too seriously.
- Encourage them to take risks and break the rules so that they can explore new ways of learning.