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### Generations

- ❑ **Traditionalists/Silent Generation**
  - 1925 – 1945 (91 – 71 years of age)
- ❑ **Baby Boomers**
  - 1946 – 1964 (69 – 52 years of age)
- ❑ **Generation X/Baby Busters/13<sup>th</sup> Generation**
  - 1965 – 1981 (51 – 35 years of age)
- ❑ **Millennials/Generation Y**
  - 1982 – 2000 (34 – 16 years of age)

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### Generational Populations

•Millennial population was **74.8** million in 2014.

•By 2015 Millennials will increase in size to **75.3** million and become the biggest group.

•The Gen X population is projected to outnumber the Boomers in 2028 when there will be **64.6** million Gen-Xers and **63.7** million Boomers. The Census Bureau projects that the Gen-X population will peak at **65.8** million in 2018.

**Projected Population by Generation**  
In millions

Year	Millennial	Gen X	Boomer	Silent
2014	75	66	66	29
2028	75.3	65.8	63.7	10
2036	81	65	60	5
2050	81	50	40	2

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**What makes one generation different from another?**

Shared life experiences

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**Events and Experiences that Shaped Generations**

<ul style="list-style-type: none"><li>■ Traditionalists<ul style="list-style-type: none"><li>○ Great Depression</li><li>○ New Deal</li><li>○ Attack on Pearl Harbor</li><li>○ World War II</li><li>○ Korean War</li><li>○ Radio and telephone</li></ul></li></ul>	<ul style="list-style-type: none"><li>■ Baby Boomers<ul style="list-style-type: none"><li>○ Civil rights</li><li>○ Feminism</li><li>○ Vietnam</li><li>○ Cold War</li><li>○ Space travel</li><li>○ Assassinations</li><li>○ Scientific advances</li><li>○ Credit cards</li><li>○ Television</li></ul></li></ul>
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**Events and Experiences that Shaped Generations**

<ul style="list-style-type: none"><li>■ Generation X<ul style="list-style-type: none"><li>○ Fall of the Berlin Wall</li><li>○ Challenger disaster</li><li>○ Desert Storm</li><li>○ Personal computers</li><li>○ Working mothers</li><li>○ MTV</li><li>○ Divorce</li><li>○ Energy crisis</li></ul></li></ul>	<ul style="list-style-type: none"><li>■ Millennials<ul style="list-style-type: none"><li>○ School shootings</li><li>○ 9/11</li><li>○ OKC bombing</li><li>○ Internet</li><li>○ Child-focused world</li><li>○ Social networking</li><li>○ Continual feedback</li><li>○ Enron/WorldCom</li><li>○ Iraq/Afghanistan</li></ul></li></ul>
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## Traditionalists

- Born 1925 to 1945
- 27 million people
- Grew up with many rules and pressure to conform
- Increased prosperity over their lifetime; however, they remember the Depression
- "Work First!"
- Children should be seen and not heard
- Expected lifetime career with one employer
- Prefer communication in writing
- Desire to leave a lasting legacy



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## Common Values

- Traditionalists
  - Hard work
  - Dedication and sacrifice
  - Respect for rules
  - Duty before pleasure
  - Conformity
  - Honor
  - Loyalty
  - Frugality



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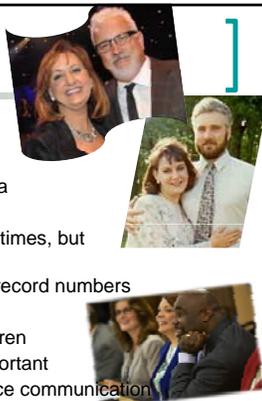
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## Baby Boomers

- Born 1946 to 1964
- 74 million people
- Grew up with fewer rules and a more nurturing environment
- Lived in generally prosperous times, but experienced layoffs
- Women entered workforce in record numbers
- "Live to Work!"
- Spend "quality time" with children
- Excelling in their career is important
- Prefer telephone or face-to-face communication
- Desire challenge and opportunity



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### [ Common Values ]

- Baby Boomers
  - Optimism
  - Team orientation
  - Personal gratification
  - Involvement
  - Personal growth
  - Workaholics
  - Competitors



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### [ Generation X ]

- Born 1965 to 1981
- 64.5 million people
- Grew up as latchkey or day-care children
- Turbulent economic times – downturn in 80s, upswing in 90s
- “Work to Live!”
- Friends with their child, want to spend quantity time
- Expect their careers to keep moving forward or they will leave
- Prefer electronic communication
- Change from job security to career security



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### [ Common Values ]

- Generation X
  - Diversity
  - Techno-literacy
  - Fun and informality
  - Self-reliance
  - Pragmatism – realists
  - Results-oriented
  - Individualism
  - Challenge the system



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### Millennials

- Born 1985 to 2000
- 68 million people
- Attended day care, very involved parents
- Prosperity has increased over their lifetime
- "Live, then Work!"
- Achievement-oriented
- Prefer instant or text messaging
- Want to build parallel careers – experts in multitasking



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### Common Values

- Millennials
  - Optimistic
  - Civic duty
  - Confident
  - Achievement-oriented
  - Respect for diversity
  - Informal
  - Tenacious
  - Social consciousness



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### Traditionalists in the Workplace

- Polite
- Respectful
- Reserved
- Obedient
- Conformers



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### Boomers in the Workplace

- Uncomfortable with conflict
- Consensus-building leadership style
- Formal
- Follow protocol
- Social
- Politically sensitive
- Idealistic



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### Gen Xers in the Workplace

- Fast-paced
- Independent
- Confident
- Value personal time
- Challenge the status quo
- Loyal to staff leader



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### Millennials in the Workplace

- Task-oriented
- Want options & choices
- Expect attention
- Expect feedback
- Multitask through multimedia
- Want to use technology
- Work toward weekend or closing time



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**[ On-the-Job Strengths ]**

	Trads	Boomers	Xers	Millennial
<b>Job Strength</b>	Stable	Service-oriented/team players	Adaptable and techno-literate	Multitaskers and techno-savvy
<b>Outlook</b>	Practical	Optimistic	Skeptical	Hopeful
<b>View of Authority</b>	Respectful	Love/hate	Unimpressed and unintimidated	Polite
<b>Leadership</b>	By hierarchy	By consensus	By competence	By pulling together
<b>Relationships</b>	Personal sacrifice	Personal gratification	Reluctant to commit	Inclusive

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**[ On-the-Job Strengths ]**

	Trads	Boomers	Xers	Millennial
<b>Time on the Job</b>	Punched the clock	Visibility is key "face time"	As long as I get the job done, who cares	It's quitting time – I have a real life to live
<b>Diversity</b>	Ethnically segregated	Integration began	Integrated	No majority race
<b>Feedback</b>	No news is good news	Once a year with documentation	Interrupts and asks how they are doing	Wants feedback at the push of a button
<b>Work/Life Balance</b>	Needs help shifting	Balances everyone else and themselves	Wants balance now	Need flexibility to balance activities

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- [ Generational Challenges We Face in the Workplace ]**
- Poor communication
  - Decreased productivity, quality and innovation
  - Misunderstood attitudes, relationships, and working environments
  - Less-engaged volunteers and coworkers
  - Lack of motivation, initiative, and teamwork

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### On-the-Job Challenges

- Traditionalists and Boomers generally do not question or challenge authority or the status quo.
- Xers and Millennials have been taught to speak up, and therefore do not understand, and may even resent, what they see as a lack of a backbone or initiative.

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### Baby-Boomers



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### Baby-Boomers & Millennials



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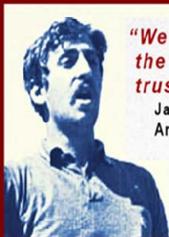
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[ Baby-Boomers ]



***"We have a saying in the the movement that we don't trust anybody over 30."***

Jack Weinberg  
American political activist  
Comment to a reporter in Nov. 1964 that became popularized by Yippie leader Jerry Rubin and others as the slogan "Don't trust anyone over 30."

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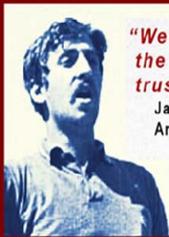
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[ Baby-Boomers & Millennials ]



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[ On-the-Job Challenges ]

- Gen Xers and Millennials prefer electronic communication. Therefore, they do not like meetings, and many have not developed listening skills.
- Traditionalists and Boomers prefer face-to-face communication. Boomer bosses like to have at least one meeting each week with employees.

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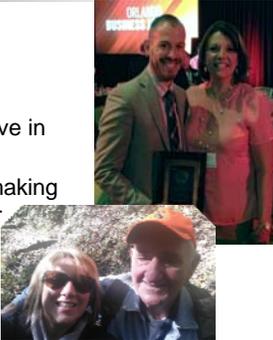
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**[ Bridging the Generation Gaps ]**

- Appreciate differences
- Acknowledge your interdependency
- Appreciate what you have in common
- Take responsibility for making your relationships better
- Accept and appreciate another's perspective




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**[ Bridging the Generation Gaps ]**

- For Managers
  - Focus on goals to resolve problems without dampening enthusiasm.
  - Make everyone feel included. Keep an open mind. Encourage each generation to mentor the others.
  - Break the bonds of tradition. If there is a better way to do something, take the suggestion.
  - Show employees the future. Tell them where the organization is going, how they fit in, and how to prepare.
  - Encourage balance. Employees of all ages place a high value on balancing their work and personal lives.

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**[ Bridging the Generation Gaps ]**

- Getting along with Traditionalists
  - Honor the chain of command.
  - Value the legacy they have built.
    - Value their experience. Use them as a resource to learn what has and hasn't gone right.
    - Appreciate their dedication. Thank them in writing.
    - Communicate one-on-one.
    - Learn the corporate history. Find out what has gone wrong and right in the past before making suggestions for changes.




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**Bridging the Generation Gaps**

■ Getting along with Boomers



- Show respect. Acknowledge that you have less experience and can learn from their experience.
- Choose face-to-face conversations.
- Give people your full attention. Stop multitasking while someone is talking.
- Play the game. Workplace politics are a fact of life, so learn to be polite and respectful in these situations.
- Learn the corporate history. Find out what has gone wrong and right in the past before making suggestions for changes.

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**Bridging the Generation Gaps**

■ Getting along with Gen Xers

- Get to the point.
- Use e-mail and texting.
- Give them space. Don't micromanage. Xers crave autonomy.
- Get over the notion of dues paying.
- Lighten up. Remember, it's OK for work to be fun.




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**Bridging the Generation Gaps**

■ Getting along with Millennials

- Challenge them.
- Ask them their opinion.
- Help them find a mentor. They have an affinity and respect for Silents.
- Provide timely feedback.
- Lighten up. Remember, it's OK for work to be fun.




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[ Bridging the Generation Gaps ]  
Remember the Golden Rule?  
“Treat others as you would like to be treated.”

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[ Bridging the Generation Gaps ]  
Remember the Golden Rule?  
“Treat others as you would like to be treated.”  
Change it to the Platinum Rule:  
“Treat others as they would like to be treated.”

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[ Bridging the Generation Gaps ]

- Remember that all generations want:
  - To be treated fairly
  - Work that provides personal satisfaction
  - Employers who understand personal lives are important
  - Work that is valued by employers and customers
  - A clear sense of purpose from employers

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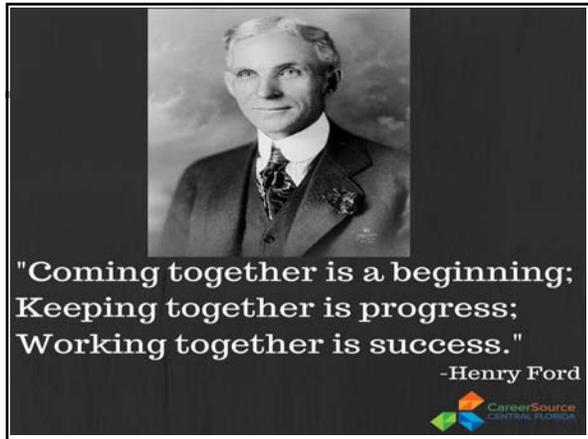
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