

THEN THERE WERE 5

Nancy Walker, Deputy Director MS SHRM-SCP



“The children now love luxury. They have bad manners, contempt for authority; they show disrespect for elders and love chatter in place of exercise.”



Socrates (469–399 B.C.)

True or False?

Every day 10,000 Baby Boomers will turn 65

By 2020 over 50% of the workforce will be Millennials

A "one size fits all" approach works when managing the different generations

Communication is the number 1 strategy to connecting the 5 generations



Objectives

- Why do we need to know about the generations in the workplace?
- What does the demographic landscape look like?
- Overview of the 5 generations
 - In the workplace
 - Key events in formative years
 - Values/Characteristics
 - Myths
 - Technology
 - Management strategies



Workforce 2020

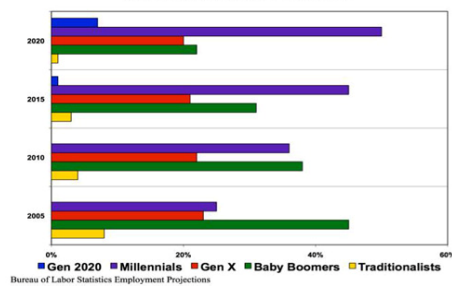
- 5 generations in the workplace by 2020
 - Traditionalists: Pre - 1945
 - Boomers: 1946 - 1965
 - Generation X: 1966 - 1977
 - Millennials: 1978 - 1995
 - Generation Z or 2020: 1995 - ?



Why 5 Generations?

- People living longer, more active lives so they're able to work longer
- Traditionalists and Baby Boomers not being in a financial position to retire
- Traditionalists and Baby Boomers *wanting* to work until an older age, as work has helped define them for decades
- Baby Boomers financially supporting their "adult" Millennial children into their late 20s and even 30s)

Five Generations in the Workplace



What Defines a Generation?

- Birth years
- Significant events
- Common values
- How you were raised

Generation Repetition

- To distinguish themselves (music, fashion, vocabulary)
- Wants/expects admiration from the younger generation
- Wants to bring new ideas
- Expects the younger generations to pay their dues
- Each generation thinks they had it so much harder

IMPORTANT EVENTS. TRADITIONALISTS. (Born 1925-1945)

	Stock Market Crash		Pearl Harbor
	The Great Depression		End of WWII
	Lindbergh Transatlantic Flight		FDR Dies
	Social Security		Korean War

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Traditionalists (born prior to 1945)

- 40 million
- Still working because some want to and some have to
- Respect authority and executive decision making
- Work to live; will do what is needed
- Most loyal; changing jobs has a stigma; clock defines work day
- World Wars, Abbot and Costello
- Dedication, financial security, patriotism, and selflessness

Important Events for Baby Boomers



Baby Boomers (1946-1964)

- 80 million
- Current managers and leaders but are ready to retire if able to
- Collegial, participatory and consensus orientated
- Build a stellar career; wants to balance it all
- Value commitment and loyalty to the company; titles and money are important; visibility is key.
- Kennedy Assassination, Vietnam, Beatles, All in the Family
- Optimism, personal growth, competition, and career focus

Boomer Vocab

Then	Now
Killer Weed	Weed Killer
Acid Rain	Acid Reflux
BMW	BM
Rolling Stone	Kidney Stones
Long Hair	Longing for Hair

[illegible]

Generation X (1965-1976)

- 45 million
- Waiting for the Boomers to get out of the way!
- Challenging, emphasis on fairness, straight forward
- Build a transportable career; wants balance now/not when I am 65
- Loyalty to people not jobs or companies, changing jobs is necessary, wants flexibility and it does not matter when the work is done.
- Challenger disaster, AIDS, high divorce rate, Michael Jackson, and The Simpsons
- Diversity, work/life balance, independence, fun, and think globally

[illegible]

Major Events Shaping Gen Y

COLUMBINE
HIGH SCHOOL
MASSACRE

LIKE

2008
RECESSION

7

[illegible]

Xennials

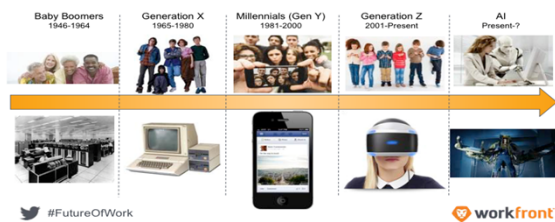
- Xennials are a 'micro-generation' born between 1977 and 1985
- Wanted to separate from negativity of the term Millennial
- A cusp generation
- Emerging as they don't really identify with Gen Xers or Millennials
- This group has also been called the "Oregon Trail Generation"
- Remembers dial up yet are comfortable with Smart phone apps
- Grew up during a relatively peaceful time

[illegible]

Generation Z or 2020 (Born after 1997)

- 31 million
- Just entering the workforce
- Helicopter parents
- Engaged, want coaching/mentoring, likes a defined chain of command
- Will have multiple careers; expects flexibility
- Self directed, can find the information needed, connected, little interest in a 40 hour week or desk job
- Great Recession, mortgage crisis, social media, global mindset, instant gratification, Columbine shootings, confidence, social, rap, and Criminal Minds

5 Generations of Technology



Why is this important?

"Generational thinking is like the Tower of Babel: it only serves to divide us. Why not focus on the behaviors that can unite us?"

Gen Z Effect: The Six Forces Shaping the Future of Business



"OK GUYS—YOU ARE RESPONSIBLE FOR COMING UP WITH THE NEW CORPORATE BUSINESS CASUAL DRESS POLICY"

Strategies for Successful Integration

1. Flexibility
2. Awareness of Differences but Avoid Stereotypes
3. Comprehensive Management Styles
4. Respect and Utilize both Experience and Initiative
5. Mentorship Program/Swap Skills
6. Continuing Education/Learn their Language

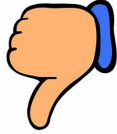
What all workers want

- Leadership
- Time on the job
- Communication about change or even better the ability to be involved in the change
- Professional Development
- Work Life Balance
- Recognition and Incentives
- Advancement
- Freedom
- Fair ethics workplace practices
- To be valued, recognized and appreciated



What does not work

- Forced Compliance
- Assumptions about anything
- A "one size fits all" approach
- Failing to be proactive about this topic



5 Generations + 7 Values = Endless Opportunities

- Feeling respected
 - Being heard
 - Having opportunities for mentoring and leadership
 - Understanding the big picture
 - Receiving effective communication
 - Receiving positive feedback
 - Experiencing an exchange of ideas
- (5 Generations + 7 Values = Endless Opportunities by Desda Moss SHRM Website)







Questions