

A Sea of Generations at Work



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Veterans: Over 68 years of age



- Important events included:
 - The great Depression
 - WWII
 - Disney releases it's first animated feature (snow White)
 - The Korean War
 - Sputnik went into Orbit
- You might be a veteran if...
 - You have ability to entertain yourself without a TV, in fact you remember the days before TV
- Popular Technology: Radio



Baby Boomers: 48 – 76 years of age



- Important events included:
 - Man walks on the Moon
 - Civil rights
 - Woodstock
 - Assassinations of JK and Martin Luther King
- You might be a Boomer if you can complete these sentences...
 - When the Beatles first came to the U.S. in 1964 we all watched them on the _____ show.
 - “Get your kicks, _____.”
- Popular Technology: Television



Generations X: 33 – 47 years of age



- **Important events:**
 - The cold war (remember getting under your desk?)
 - Challenger shuttle explodes on takeoff
 - Berlin Wall dismantled
 - Fall of Communism in Eastern Europe
 - U.S. troops go to Persian Gulf for the 1st time
 - AIDS identified
- **You might be a Gen Xer if...**
 - Schoolhouse Rock played a HUGE part in how you learned the English language.
- **Popular Technology: Computers**

Sound Familiar?



- Looking for meaningful work
- Seeking challenge
- Chance to prove themselves and show they can perform well
- Enjoys contact with people
- Desire to be in a position of responsibility
- Resents being looked at as though they have no experience
- Less respectful of authority

Who does this describe?



NOVEMBER 1970

Training and Development Journal

Every generation that enters the workforce makes waves!

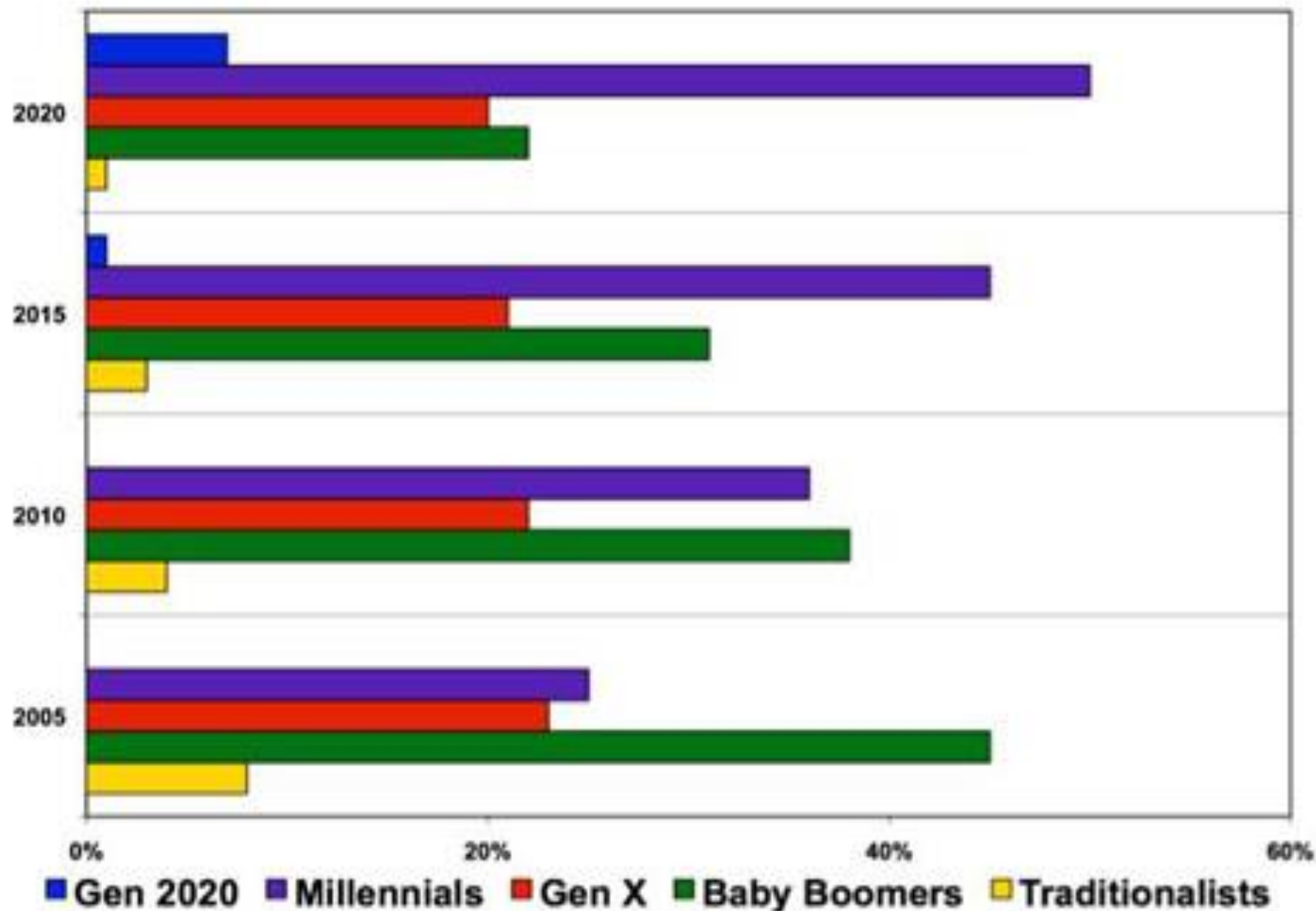
Workplace Values

	Veterans	Boomers	Gen Xers	Millennials
Career Goals	Build a legacy	Build a stellar career	Build a portable career	Build parallel careers
Rewards	Satisfaction of a job well done	Money, title, recognition, corner office	Freedom is the ultimate reward	Work that has meaning for me
Work-Life Balance	Support me in shifting the balance	Help me balance everyone else and find meaning myself	Give me balance now! Not when I'm 65	Work isn't everything. Need flexibility to balance my other activities
Job Changing	Carries a stigma	Puts you behind	Is necessary	Is part of the daily routine
Training	I learned the hard way, you can too!	Train 'em too much and they'll leave	The more they learn, the more they'll stay	Continuous learning is a way of life

How Are They Different

	Veterans	Boomers	Gen Xers	Millennials
Assets	Experience, loyalty, enhanced knowledge, perseverance	Service, dedication, team perspective, experience, knowledge	Adaptability, independence, willingness to buck the system	Collective action, optimism, technologically savvy
Possible Issues	Reluctant to buck the system. May want to keep things the way they are	May put process ahead of results	Skeptical, may distrust authority	Need for supervision and structure, dealing w/difficult people
Messages that Motivate	“Your experience is respected here”	“we need you,” “Your opinion is valued.”	“Do it your way,” “there aren’t a lot of rules around here.”	“Your work makes a huge difference here”
Rewards	Tangible symbols of loyalty: plaques, certificates, bonus	Personal appreciation, promotion and recognition	Free time, opportunities for development,	Awards, certificates, tangible evidence of credibility
Methods of Communication	Memos, letters and personal notes	Phone calls, personal interaction	Voice mail, email	Texting, instant messaging

Five Generations in the Workplace



Why Are Millennials So Different

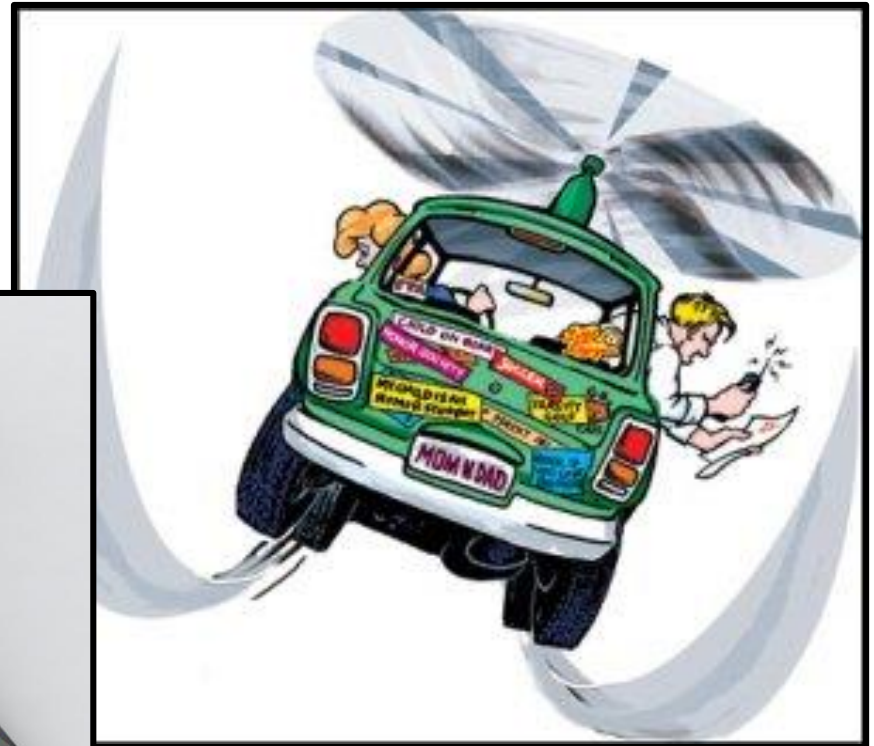


Millennials: 12 – 32 years old



- **Important Events**
 - Death of Princess Diana
 - Death of Mother Teresa
 - Columbine
 - 9/11
 - World Trade Center Attacks
 - War begins in Iraq for a 2nd time
- **You might be a Millennial if...**
 - Blog, Myspace/Facebook, IM, text messaging and other social media are a regular part of your daily life
- **Popular Technology: The internet, cell phones**

Why Are Millennials So Different

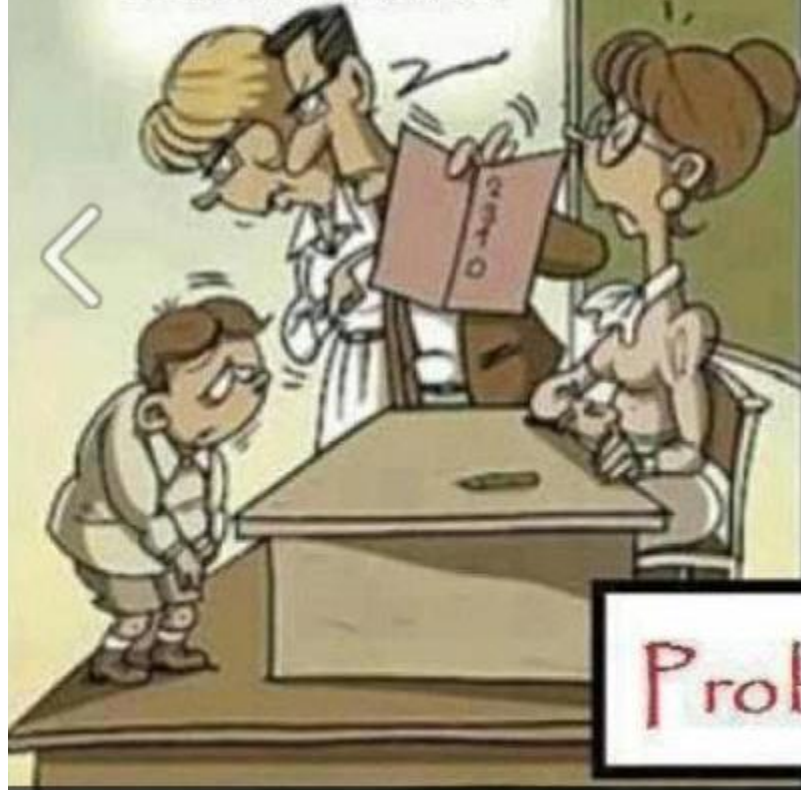




Successfully
Located
The Room The
Spelling Bee
Was Held In

1969

EXPLAIN THESE BAD GRADES?



Today

EXPLAIN THESE BAD GRADES?




Problem?





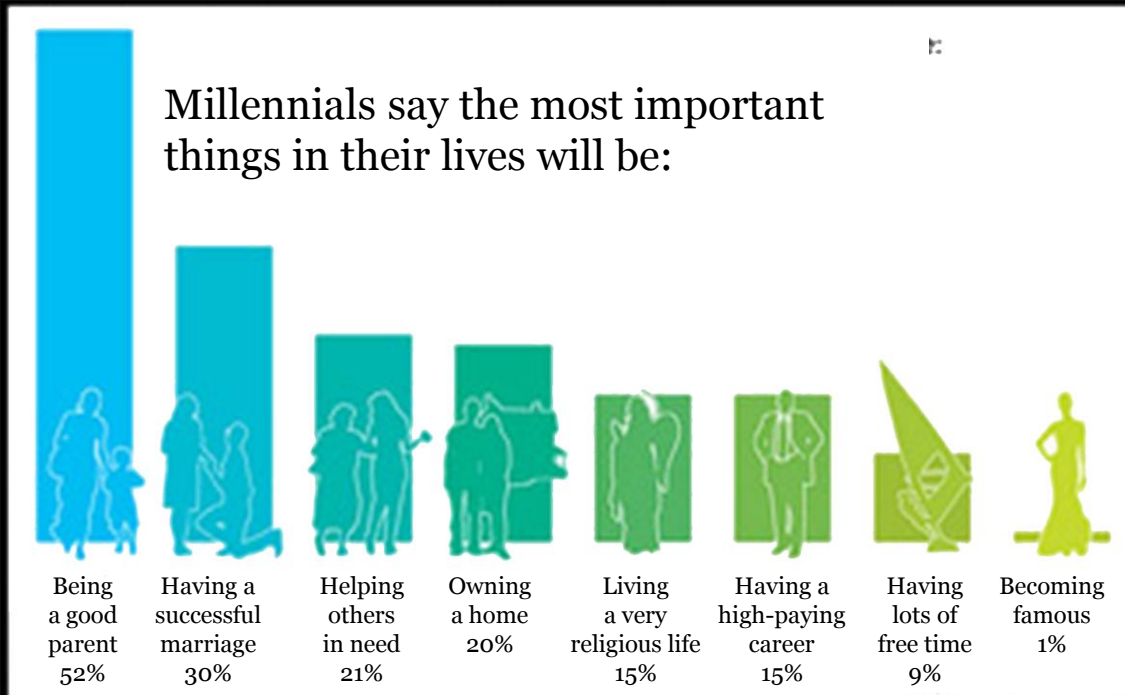
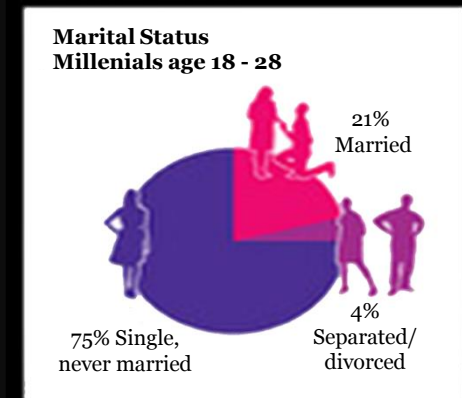
Do what you like.
Like what you do.



SORRY HE'S LATE
FOR WORK ...
WE FORGOT TO
BRUSH HIS TEETH

WHO are the MILLENNIALS?

The Demographics



Other Names for Millennials:

Generation Y:
Refers to the generation to succeed Generation X

The Echo Boomers
Refers to the fact that many Millennials are children of Baby Boomers.

The Net Generation
Refers to the internet being a part of their lives that they grew up with and take for granted.

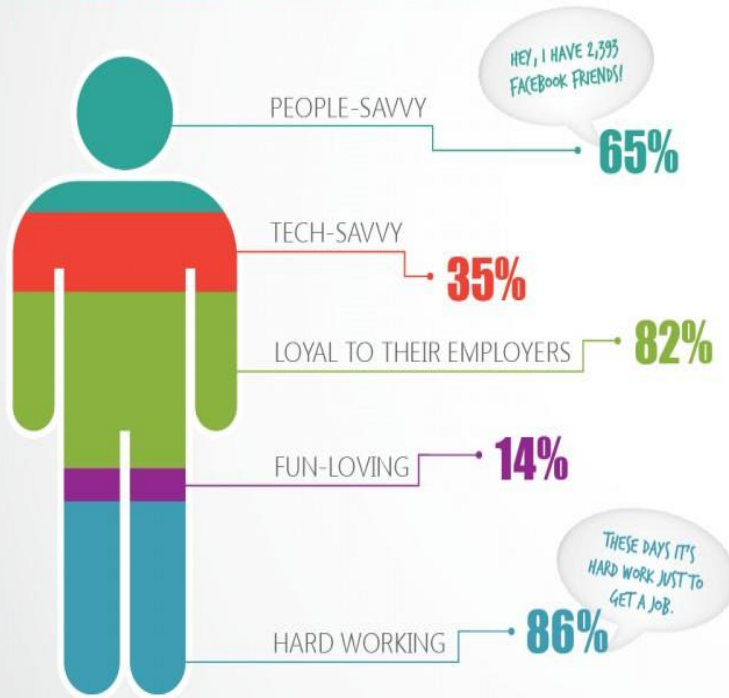
The Boomerang Generation:
Refers to the tendency for many Millennials to move back in with their parents after going away to college

The Peter Pan Generation:
Refers to delaying the rites of passage into adulthood longer than most generations before them.

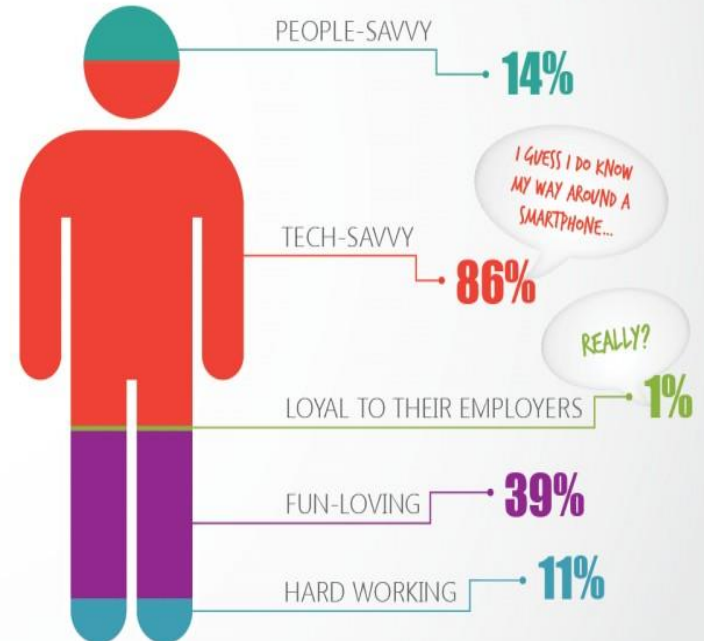
THE GREAT DIVIDE

WORKPLACE PERCEPTIONS THAT MILLENNIALS NEED TO RISE ABOVE

HOW MILLENNIALS DESCRIBE THEMSELVES



HOW HR PROFESSIONALS DESCRIBE MILLENNIALS



Source: A Beyond.com survey of 6,361 job seekers and veteran HR professionals, from April 12 - May 9, 2013.

The Truth



Millennials are continuous learners, team players, collaborators, diverse, optimistic, achievement-oriented, socially conscious and highly educated.

MILLENNIAL CHARACTERISTICS[®]

TECH-SAVVY **OPTIMISTIC**
CONNECTED 24/7

INDEPENDENT **COMFORTABLY SELF-RELIANT** *hopeful*
GOAL ORIENTED **LIFESTYLE**
SELF-CONFIDENT **CENTERED**
SUCCESS DRIVEN

3 Ways Millennials Are Impacting the Workplace



1. They are taking on leadership roles.

They are not only climbing the ranks, starting their own companies. Forty percent of Millennials say they would like to start their own company and many are excelling at it.

2. They are focused on changing business technology.

Their childhood plays a strong role in shaping their interests and attitudes toward work. They grew up in a digital world surrounded by technology. They have a strong interest in bettering workplace software and changing the technology landscapes where they work.

3. They're leveling the playing field.

Millennials grew up playing team-based activities and are creating companies with equal playing fields between all employees.

What Millennials Want

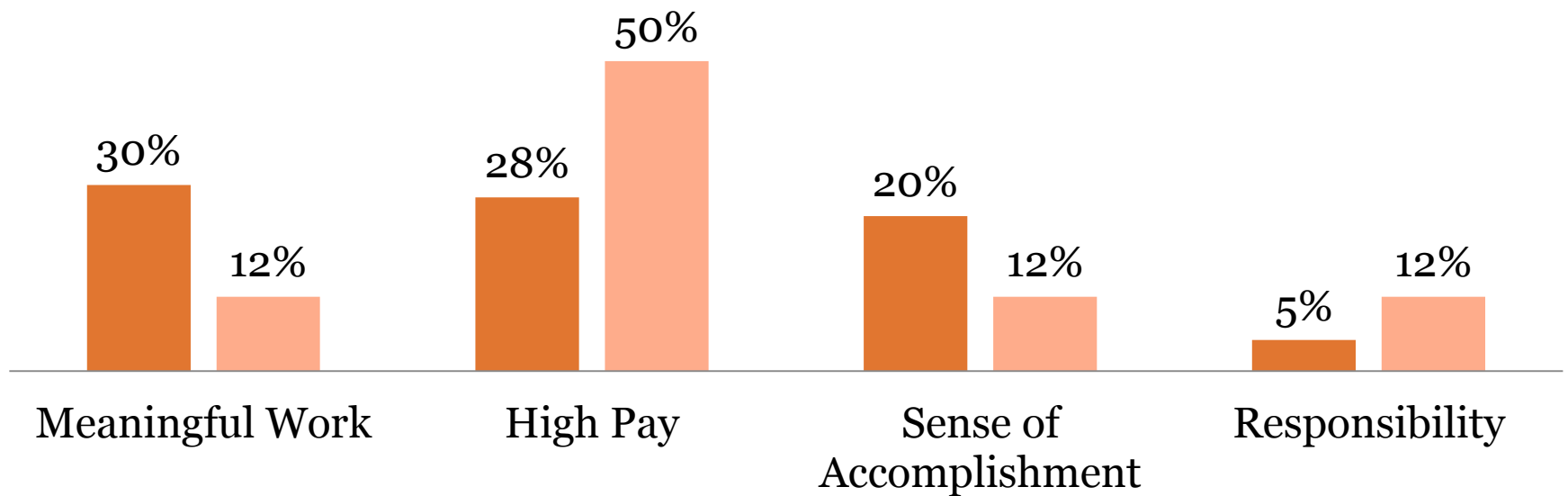


From the boss	From the employer	To learn
Will help me navigate my career path	Will develop my skills for the future	Technical skills in my area of expertise
Will give me straight feedback	Has strong values	Self-management and personal productivity
Will mentor and coach me	Offers customizable options in my benefits/reward package	Leadership
Will sponsor me for formal development programs	Allows me to blend work with the rest of my life	Industry or functional knowledge
Is comfortable with flexible schedules	Offers a clear career path	Creativity and innovation strategies

Job Factors Valued as Important



■ Millennials ■ Managers



Managing Generational Differences



- New Model

- Free agency
- Autonomy and independence
- Action and results
- Challenge, risk and innovation
- Work-life balance

- Old Model

- Loyalty to institution
- Rank, hierarchy and following rules
- System and process
- Safety, security, don't rock the boat
- Career and advancement

Six Core Principles to Working Well Together



1. Awareness
2. Create Healthy Relationships
3. The New Golden Rule
4. There's Always a Bridge
5. Curiosity is Key
6. No Assumptions

