

Talking 'bout My Generation



PARTICIPANT GUIDE

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The Generations at Work

GENERATION	EVENTS	VALUES	BEHAVIORS
<p>TRADITIONALISTS Born 1925-1945 ~ 21-28 million <1% of workforce Age in 2018: 73-93</p> <p>aka Veterans, Matures, Silent, Greatest Generation</p>	<ul style="list-style-type: none"> ▪ The Great Depression ▪ World War II ▪ Korean War ▪ Atomic bomb ▪ Big Band music, Swing, Jitterbug ▪ First Mickey Mouse comic strip ▪ In 1930: U.S. census: 122,775,046 	<ul style="list-style-type: none"> ▪ Sacrifice ▪ Hard work ▪ Conformity ▪ Delayed reward ▪ Duty before pleasure ▪ Adherence to rules ▪ Work ethic: dedicated 	
<p>Based on its values:</p>	<p>3 strengths of this generation:</p>	<p>A limitation of this generation:</p>	
<p><i>Talking 'bout THIS Generation (list 2-3 ways to motivate, retain institutional knowledge or engage these individuals):</i></p>			

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<p>BABY BOOMERS Born 1946-1964</p> <p>About 78 million 29% of workforce</p> <p>Age in 2018: 54-72</p>	<ul style="list-style-type: none"> ▪ Threat of nuclear war ▪ Communism ▪ Beginning of NASA and space exploration ▪ Television (black and white, color TV) ▪ Viet Nam War ▪ Watergate ▪ Rock'n'roll music, Elvis, Beatles ▪ Civil rights, women's rights ▪ In 1950: Life expectancy: 68.2 years U.S. census: 150,520,798 	<ul style="list-style-type: none"> ▪ Teamwork ▪ Health and wellness ▪ Personal growth ▪ Work ▪ Involvement ▪ Work ethic: driven 	
<p>Based on its values:</p>	<p>3 strengths of this generation:</p>	<p>A limitation of this generation:</p>	
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<p>GEN X Born 1965-1980</p> <p>About 46 million</p> <p>34% of workforce</p> <p>Age in 2018: 38-53</p>	<ul style="list-style-type: none"> ▪ Continued space exploration ▪ First computer chess tournament ▪ In 1970: Life expectancy: 70.8 years U.S. census: 203,302,031 ▪ U.S. boycott of 1980 Olympics in Moscow ▪ Worldwide eradication of smallpox 	<ul style="list-style-type: none"> ▪ Diversity ▪ Informality ▪ Fun ▪ Global thinking ▪ Technological literacy ▪ Pragmatism ▪ Self-reliance ▪ Want exciting and challenging work ▪ Work ethic: balance 	
<p>Based on its values:</p>	<p>3 strengths of this generation:</p>	<p>A limitation of this generation:</p>	
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<p>MILLENNIALS Born 1981-1995</p> <p>About 76 million 35% of workforce</p> <p>Age in 2018: 23-37</p> <p>aka Gen Y, Nexters, Baby Busters, Echo Boomers</p>	<ul style="list-style-type: none"> ▪ Challenger space shuttle disaster ▪ Berlin wall came down ▪ 9/11 terrorist attacks ▪ In 1990: Life expectancy: 75.4 years U.S. census: 248,709,873* ▪ Iraq War ▪ 1990s economic boom, dot-com bubble 	<ul style="list-style-type: none"> ▪ Hopeful ▪ Want to work with bright, creative people ▪ Want to make an impact on the organization ▪ Work ethic: determined 	
<p>Based on its values:</p>	<p>3 strengths of this generation:</p>	<p>A limitation of this generation:</p>	
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<p>GENERATION Z Born 1996-2010</p> <p>About 65 million ~25% of the workforce</p> <p>Age in 2018: (8)-22</p> <p>Gen Z, iGeneration (iGen) or Net Gen</p>	<ul style="list-style-type: none"> • 9-11 • Great Recession • Napster dies; Spotify is born • Organic food goes mainstream • iPhone • 2008-2009 economic downturn • Social media goes global • Lyft/Uber & AirBnB 	<ul style="list-style-type: none"> ▪ Independent ▪ Realistic ▪ Digital Native ▪ Prefer on-demand learning ▪ Role-hopping ▪ Global citizen ▪ Do-gooders (want to make a difference in the world) 	
<p>Based on its values:</p>	<p>3 strengths of this generation:</p>	<p>A limitation of this generation:</p>	
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Generational Comparisons

AROUND CAREER GOALS	Traditionalists	Build a legacy
	Baby Boomers	Build a stellar career
	Gen Xers	Build a portable career
	Millennials	Build parallel careers

AROUND REWARDS	Traditionalists	The satisfaction of job well done
	Baby Boomers	Money, title/recognition, corner office
	Gen Xers	Freedom is the ultimate reward
	Millennials	Work that has meaning for me

AROUND WORK/LIFE BALANCE	Traditionalists	Support me in shifting the balance
	Baby Boomers	Help me balance everyone else and find meaning myself
	Gen Xers	Give me balance now, not when I'm 65
	Millennials	Work isn't everything; I need flexibility

AROUND RETIREMENT	Traditionalists	Reward
	Baby Boomers	Retool
	Gen Xers	Renew
	Millennials	Recycle

AROUND JOB CHANGING	Traditionalists	Job changing carries a stigma
	Baby Boomers	Job changing puts you behind
	Gen Xers	Job changing is necessary
	Millennials	Job changing is part of my daily routine

AROUND FEEDBACK	Traditionalists	No news is good news
	Baby Boomers	Feedback once a year, with lots of documentation
	Gen Xers	Sorry to interrupt but how am I doing
	Millennials	Feedback whenever I want it at the push of a button

AROUND TRAINING	Traditionalists	I learned it the hard way, you can, too
	Baby Boomers	Train 'em too much and they'll leave
	Gen Xers	The more they learn, the more they stay
	Millennials	Continuous learning is way of life

Source: Lancaster, L. & Stillman, D., *When Generations Collide*. New York: Harper Collins.

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Common Ground for All Generations

- Flexibility
- Leadership that coaches vs. tells
- Opportunity to grow & develop
- Being respected & valued

What are some specific things you can do to encourage interaction and to help people at work feel engaged?

Generation	Engagement/Interaction Strategies

Additional Resources:

Millennials Matter: Proven Strategies for Building Your Next-Gen Leader by Danita Bye

Born Digital: Understanding the First Generation of Digital Natives by John Palfrey and Uri Gasse.

Millennials Rising: The Next Great Generation by William Strauss and Neil Howe.

Social Media and Mobile Internet Use Among Teens Young Adults, Pew Internet & American Life Project

U So Can Manage Gen Y by Liz Ryan in Bloomberg/Business Week.