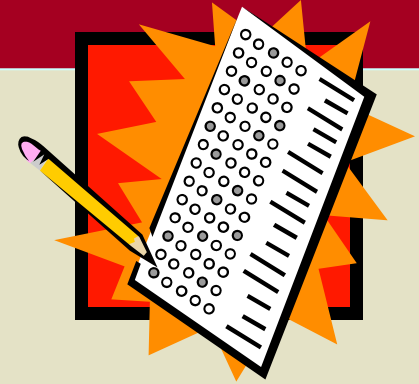

Generations at Work



Quiz



- **Mostly A's – Generation X**
- **Mostly B's – Veterans**
- **Mostly C's – Generation Y**
- **Mostly D's – Baby Boomers**

Generations



Veterans
1925 - 1945

Baby Boomers
1946 - 1963



Generation X
1964 - 1981



Generation Y
1982 - 2002



Objectives



- **What is a Generation?**
- **Why learn about the Generations?**
- **Workforce Overview**
- **Defining the 4 Generations**
 - **People / Things / Events**
 - **Core Values / Stereotypes**
- **Tips to be Successful**

WHEN I WAS YOUR AGE, I HAD TO WALK SIX MILES THROUGH SNOW TO GET TO SCHOOL.



WOW, YOU HAD IT EASY...



THE TIMES-PICAYUNE
© 2006

SKELLY



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BALDWIN



"What do you mean, you need to find a balance between work and family? We consider you part of our family."



© Brian Crane.

Definition

- **Generation:**

- **a group individuals born & living about the same time**
- **regarded as having common cultural or social characteristics and attitudes**
- **share similar life experiences**



Definition

● **Cuspers:**

- **Persons born within 2 to 3 years of a generational divide**
- **May display characteristics from the past, next or even both generations**
- **Can function as mediators, translators and mentors**

Veterans

Baby Boomers

Gen X

Gen Y

1925 – 1945

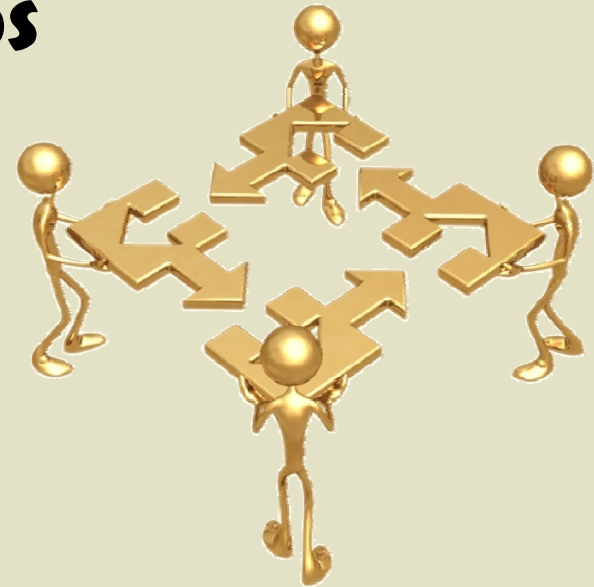
1946 - 1963

1964-1981

1982-2002

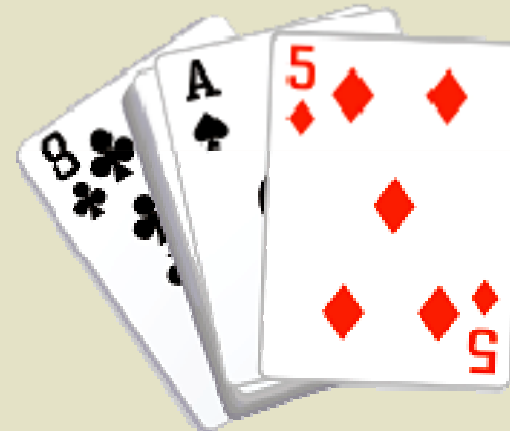
Why Learn?

- **4 Generations working side by side**
- **Greater understanding of individuals**
- **Acceptance & respect of differences**
- **Strengthen relationships**
- **Open communication**
- **Avoid stereotyping**



Things to Remember

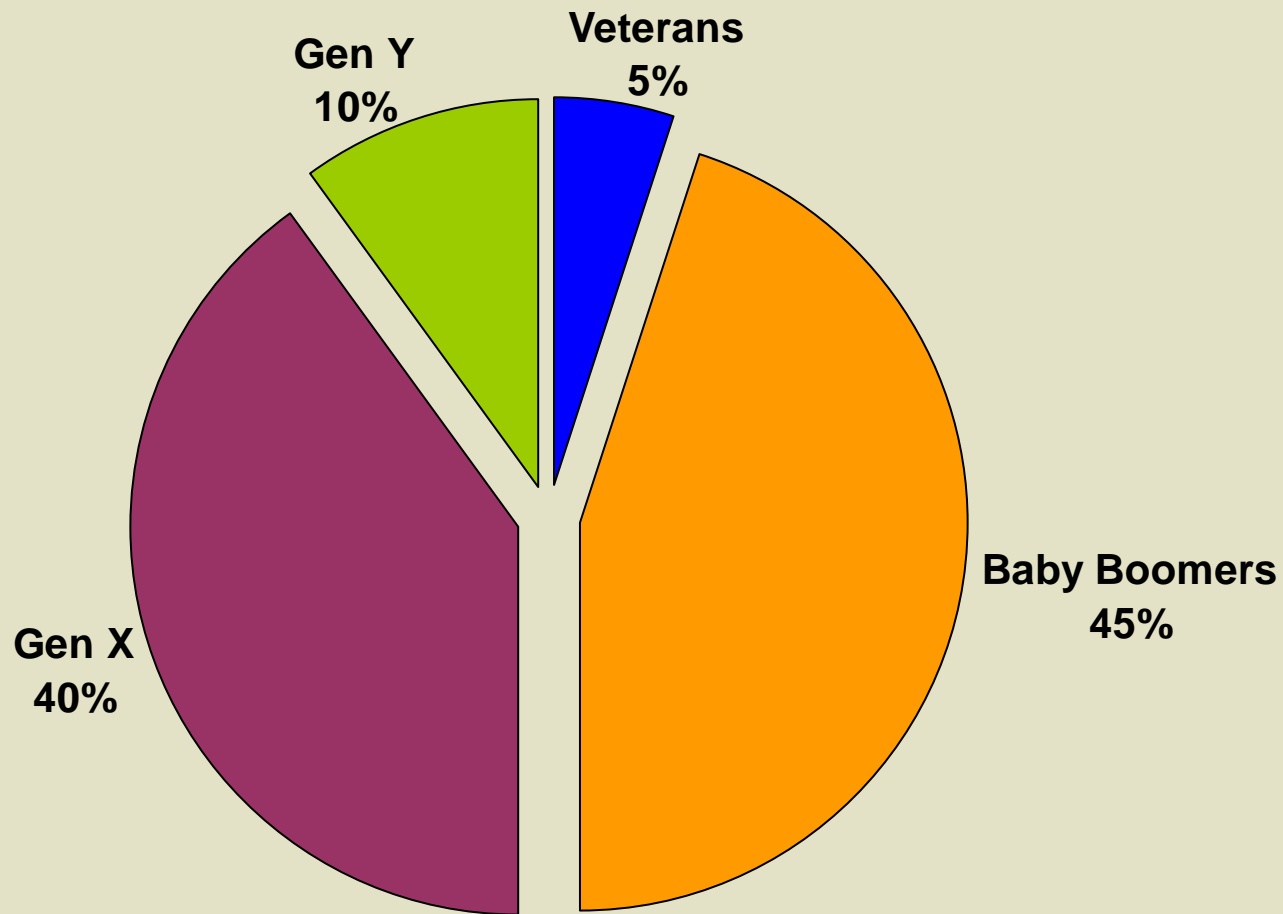
- **Generalizations vs. Stereotypes**
- **Golden Rule vs. Titanium Rule**
- **Exceptions to the Rule**
- **Stir-Fry, not Melting Pot**
- **Deck of Cards**



WARNING: If a generalization is used to pigeonhole people, it can become a dangerous weapon. When we use it to ask ourselves, “How can I be more effective?” it is a valuable tool.

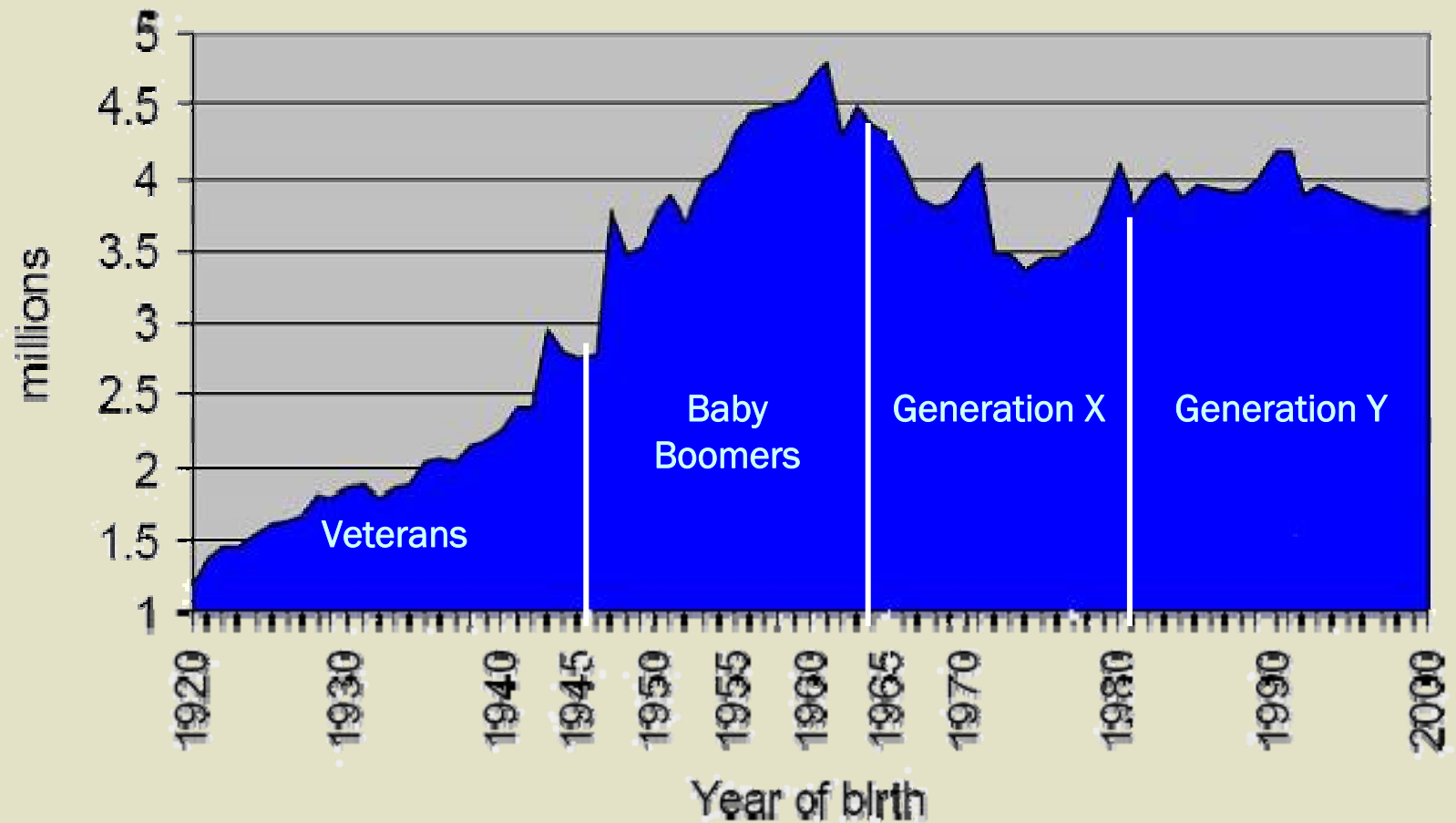


Workforce Representation



Source: Marston Communications

The US Population Today



Source: Marston Communications

Imprinting Years



- We “imprint” in early teens
- Most profoundly “imprinted” by events that occurred in that decade

Example: Someone that was born in 1970 was “imprinted” in the 1980’s.

Generations



Veterans
1925 - 1945

Baby Boomers
1946 - 1963



Generation X
1964 - 1981



Generation Y
1982 - 2002



Generations

Veterans
1925 - 1945



A.K.A.

- **GI Generation**
- **Greatest Generation**
- **Silent Generation**
- **Traditionalists**

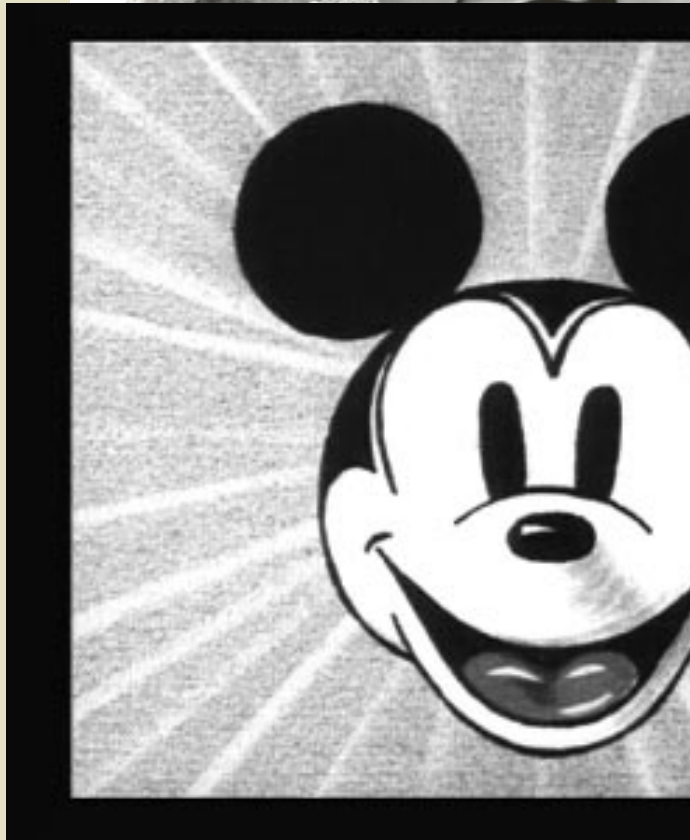
Joe Dimaggio

People



Kewpie Dolls

Pop Culture:



Dust Bowls – 1930's

Events:

Battle Orders

OSPREY

US Army Forces in the
Korean War 1950–53

*check
you -*



Donald W. Boase, Jr. • Consultant editor Dr. Duane Anderson



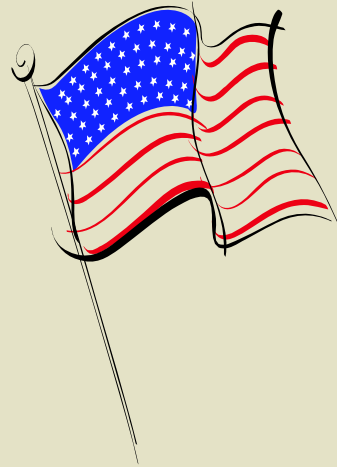
SECURITY ADMINISTRATION



Veterans: Pre - 1946

Values & Behaviors:

- Loyal
- Sacrifice
- Hard Work
- Patriotism
- Conformity
- Duty, Honor, Country
- Practical and Resourceful
- Hierarchy



- Law & Order
- Respect for Authority
- Patience
- Save & pay cash
- Doing a good job is most important
- Follow procedures

Generations

A.K.A.

- Pepsi Generation**
- Me Generation**
- Hippees**
- Yuppies**
- Yuppies**
- Dinks**
- Masterful Generation**

Baby Boomers

1946 - 1963



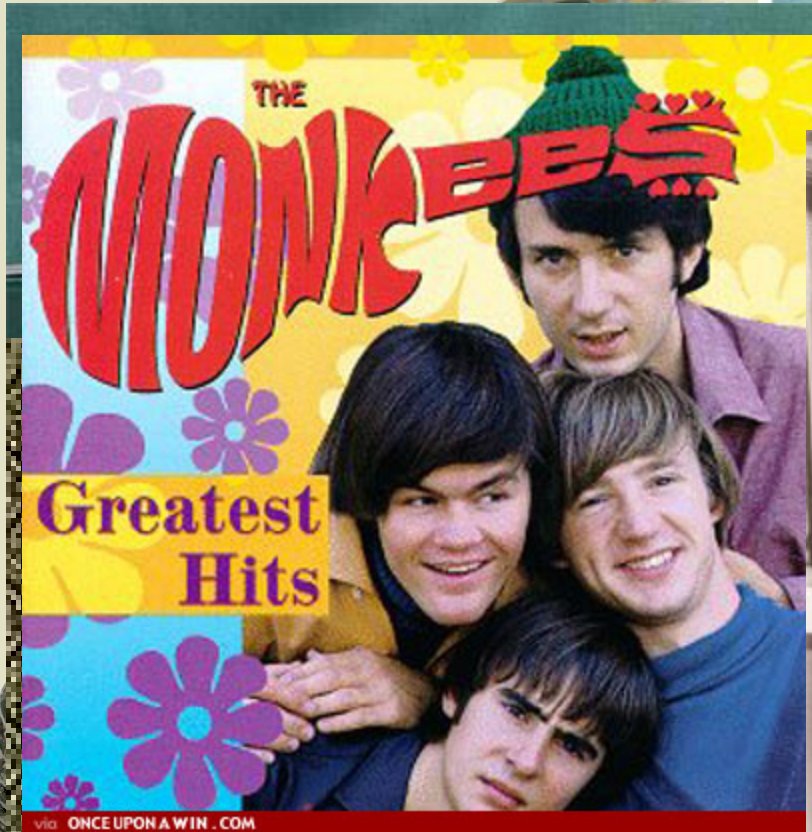
Rosa Parks

People:



The Honeymooners

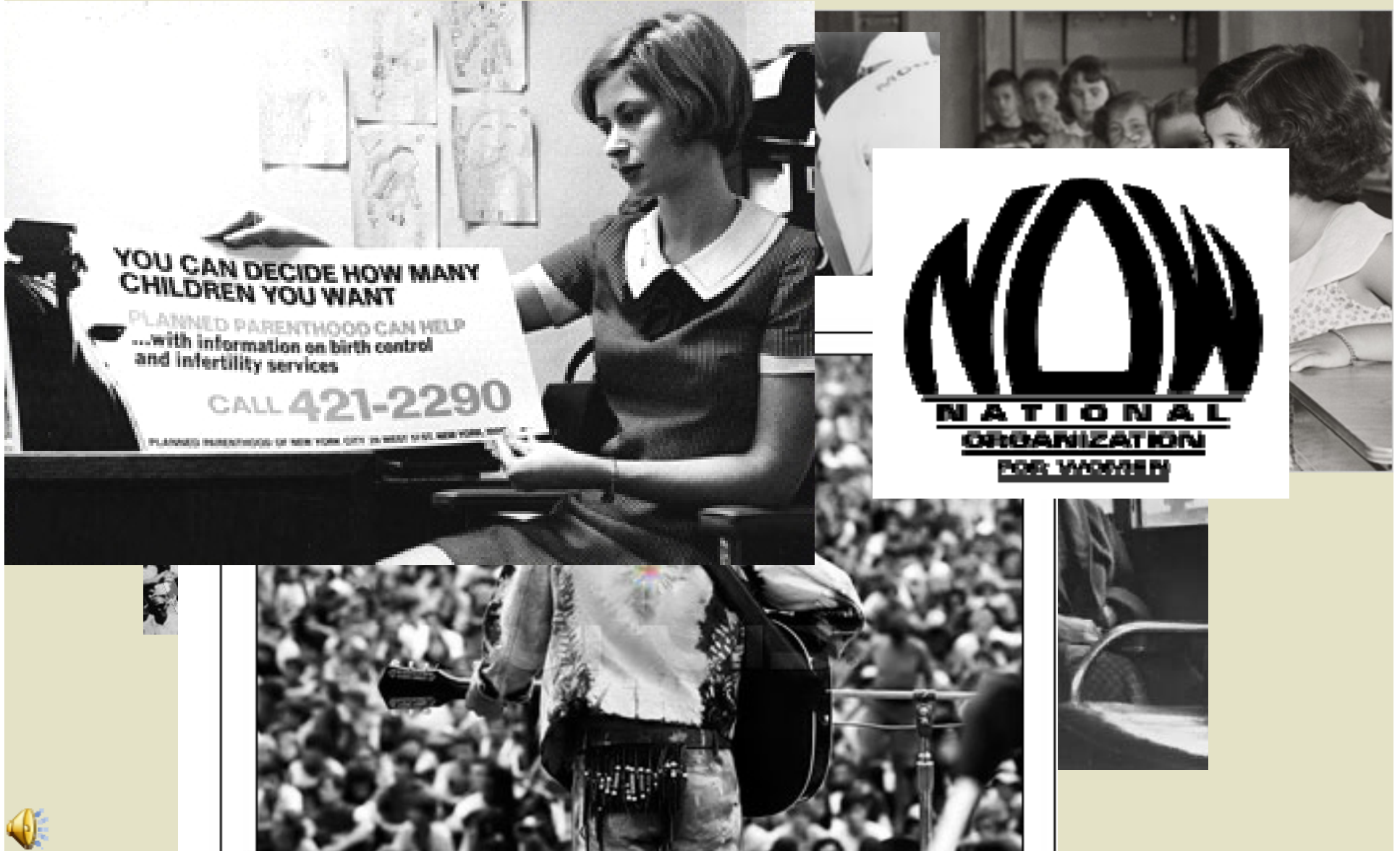
Pop Culture:



000113

The Pill

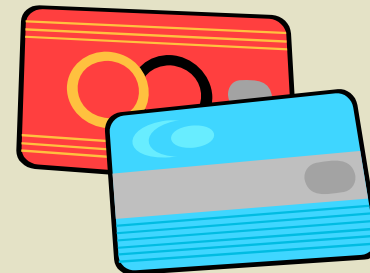
Influential Events/Trends:



Baby Boomers: 1946 - 1963

Values & Behaviors:

- **Optimistic**
- **Competitiveness**
- **Personal Gratification**
- **American Dream**
- **Job for Life**
- **Driven – work ethic**
- **Authority – love/hate**
- **Team Oriented**
- **Health & Wellness**
- **Youth**
- **Involvement**
- **Buy now, Pay later**



Baby Boomers: 1946 - 1963

If it feels good, do it!

Make love, not war!

Don't trust anyone over 30!

Generations



Generation X

1964 - 1981

A.K.A.

- **Slackers**
- **13th Generation**
- **Lost Generation**
- **Invisible Generation**
- **Baby Busters**

Whitney Houston

People:



Friendship Beads

Pop Cult



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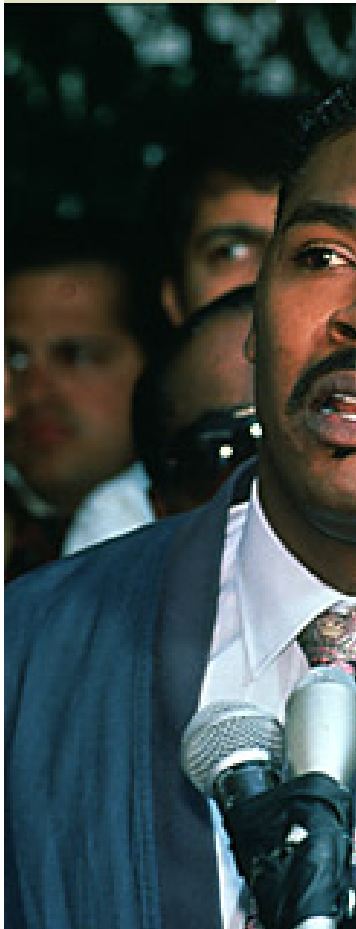
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Latchkey Kids

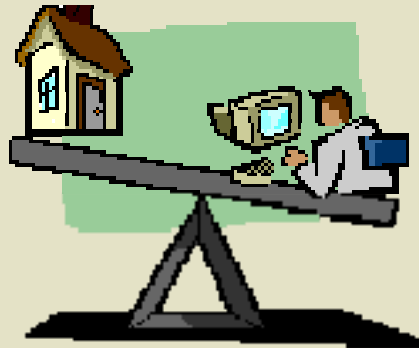
Influential Events/Trends:



Generation X: 1964 - 1981

Values & Behaviors

- **Skeptical**
- **Balance**
- **Clear Direction**
- **Fast Track**
- **Self Reliance**
- **Unimpressed with hierarchy**
- **Reluctant to commit**
- **Thinks Globally**
- **Fun**
- **Technoliterate**
- **Informality**
- **Survivor mentality**
- **Competent Leadership**



Generations

A.K.A.

- **Millennials**
- **Echo Boomers**
- **Generation Next**
- **Nexters**



Generation Y

1982 - 2002

Miley Cyrus

People:



iPods

Pop Culture:



Helicopter Parents

Influential Events/Trends:



WIKI WORLD®
by Greg Williams

HELICOPTER PARENT

is a term for a person who pays extremely close attention to his or her child or children, particularly at educational institutions. They are so named because, like a helicopter, they hover closely, rarely out of reach — whether their children need them or not.



No Cni
LEFT BEHIND



Generation Y: 1982 - 2002

Values & Behaviors

- **Hopeful**
- **Civic Duty**
- **Techno Savvy**
- **Education**
- **Environmentally Conscious**
- **Ambitious**
- **Relaxed and polite**
- **Achievers**
- **Diverse**
- **Work/Life Balance**
- **Innovative**
- **Honor**
- **Connected**
- **Loyal**



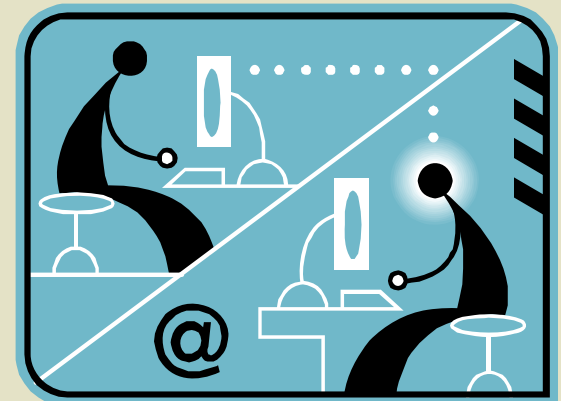
Generation Y: 1982 - 2002

LOL

Laugh Out Loud

BRB

Be Right Back



JK

Just Kidding

How each generation was parented:

Veterans

- Discipline
- Schedules
- Conformity
- Strict Obedience
- "Spare the rod, spoil the child"



Baby Boomers

- Dr. Spock
- Throw away the schedule
- Love & nurture, pamper & cherish
- Stay-at-home moms



Generation X

- Parenting by proxy
- Working moms
- Latchkey children
- Soaring divorce rates
- Autonomy and independence



Generation Y

- Parent advocacy
- Put children first
- Soccer moms
- Supervision
- Strictness on drugs, drinking & driving



JEOPARDY!

www.jeopardy.com



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Generations



How do we manage the 4 generations in the workplace?

Generational Interactions:

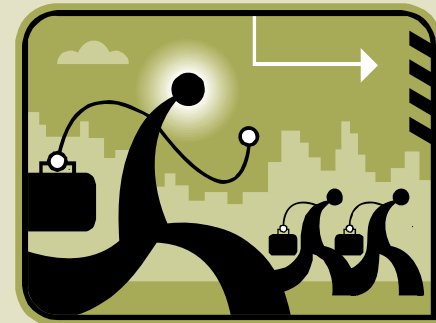
Veterans and Boomers may not question or challenge authority or the status quo.



This may cause confusions and resentment among Xers and Millennials who have been taught to speak up.

Generational Interactions:

Xers and Y's who have had different life experience and communicate differently, may fail to actively listen to Boomers and Traditionalist, thereby missing valuable information and guidance. Xer's and Y's want a quick cut to the chase!



Identifying Key Principles



Case Study – Managing ALL Generations

10 Generational Truths



- 1. All have similar values**
- 2. Everyone wants respect**
- 3. Trust Matters**
- 4. Leaders who are credible & trustworthy**
- 5. Organizational politics are a problem**
- 6. No one really likes change**
- 7. Loyalty depends on the context**
- 8. It's as easy to retain a younger worker as it is an older one**
- 9. Everyone wants to learn**
- 10. Almost everyone wants a coach**

Application

How will you help bridge the generational gap?

Will you make an effort to coach or mentor someone?

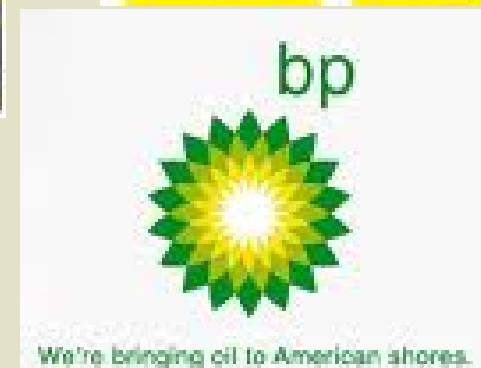
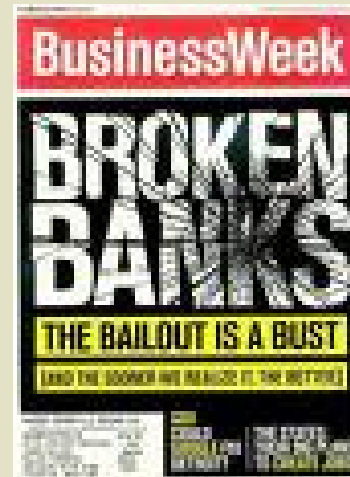
Will you be open to changing your mind about others?

Will you be accepting of different dress codes or different ways of doing business?

If so, perhaps someone will change his or her opinion about you.

“The next time you bump into
someone from another
generation to whom you don’t
relate to, *stop and remember*
that no one is right or wrong,
we’re just different”

How will the present affect our future?



Get Ready for gener8tn txt

