MANAGING GENERATIONS IN THE WORKPLACE

Generations – how are we different...

Mature Boomer Gen X Gen Y Gen Z

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Five Generations Working Side by Side in 2020

TRADITIONALISTS	BOOMERS	GEN X	MILLENNIAL	GEN 2020
Born 1900-1945	Born 1946-1964	Born 1965-1976	Born 1977-1997	After 1997
Great Depression	Vietnam, Moon Landing	Fall of Berlin Wall	9/11 Attacks	Age 15 and Younger
World War II	Civil/Women's Rights	Gulf War	Community Service	Optimistic
Disciplined	Experimental	Independent	Immediacy	High Expectations
Workplace Loyalty	Innovators	Free Agents	Confident, Diversity	Apps
Move to the 'Burbs'	Hard Working	Internet, MTV, AIDS	Social Everything	Social Games
Vaccines	Personal Computer	Mobile Phone	Google, Facebook	Tablet Devices
3M	**41M**	**53M**	**56M**	**9M**

- **US LABOR FORCE 162 MILLION**
- **DATA AS OF 2017**

Source: PEW Research Center 2017

BASIC APPROACH

INSTILL
MOTIVATION
INITIATIVE
INNOVATION
COMMITMENT

SUPERVISOR

MANAGER

LEADER

EXPECTED
BEHAVIOR

BASIC APPROACH

INSTILL MOTIVATION INITIATIVE INNOVATION COMMITMENT → **Recognizing Generation Work characteristics and values of the employee**

→ SUPERVISOR

→ MANAGER

→ LEADER

EXPECTED BEHAVIOR
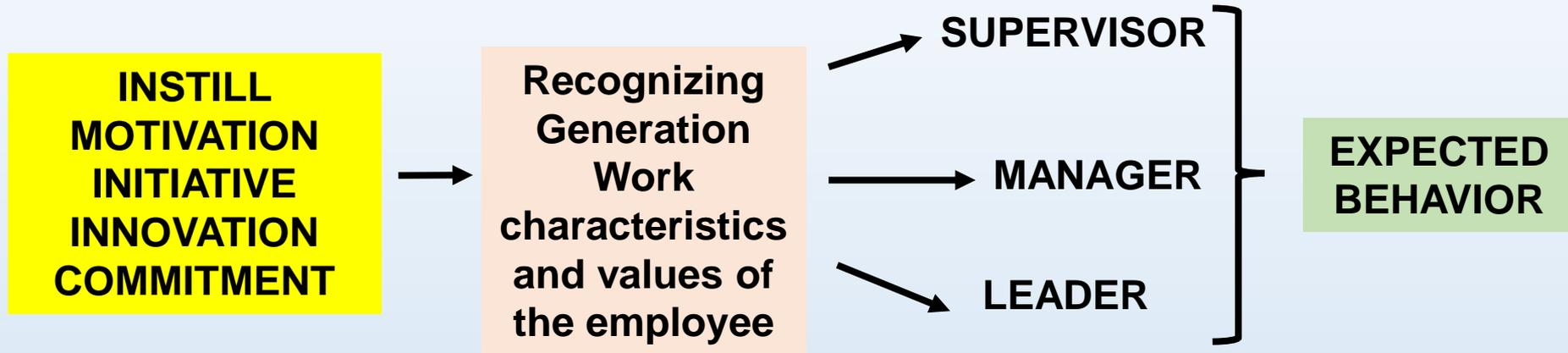
TRADITIONALIST 1922-1945	**WORK PLACE CHARACTERISTICS**
Work Ethics and Values	• **Hard worker** • **Respects Authority** • **Sacrifice** • **Duty Before Fun** • **Adhere to Rules**
Work Is….	• **An obligation**
Leadership Style	• **Directive/Command & Control**
Feedback & Rewards	• **No news is good news** • **Satisfaction from work**
Messages that Motivate	• **Your experience is expected** • **Seniority**
Use of Social Media	• **Hardly uses it**

WORK PLACE CHARACTERISTICS BY GENERATION

	Baby Boomers 1946-1964	Generation X 1965-1979	Millennials (Gen Y) 1980-1996	Generation Z 1996 & Later
Work Ethic & Values	• Workaholics • Work efficiently • Desire Quality • Questions authority	• Accomplish the task • Self-reliance • Want structure and direction • Skeptical	• Multitaskers • Tenacity • Entrepreneurial • Goal Oriented	• Work Life Balance • Don't feel tied to any organization
Work is ……	* An exciting adventure	• A difficult challenge • A "contract" between employee & employer	• A mean to an end • Fulfillment • Meaningful work	• Dedication to a cause • Job Security • Focuses on career planning
Leadership Style	• Consensual • Collegial	• Everyone is the same • Challenge Others • Ask why	• Collaborative • Creative thought	• Given the chance to be creative • Entrepreneurial spirit • Takes success into their own hands • Individualism
Feedback & Rewards	• Don't appreciate it • Money • Title recognition	• Sorry to interrupt, but how am I doing? • Freedom is the best reward	• Whenever I want it, at the push of a button • Cool perks	• Wants to know how their efforts contribute to the big picture
Messages that Motivate	• You are valued • You are needed	• Do it your way • Forget the rules	• You will work with other bright, creative people	• Ldrshp opportunties • Employment opportunties • Sponsored Training
Use of Social Media	Uses it	Uses it a lot	Only form of communication used	* "Worlds first true digital native"

Dr. Ben Lastimado

MANAGING THE MULTI-GENERATION IN THE WORKPLACE

TRADITIONALIST GENERATION – 1922 – 1945

"Hard working and loyal to the institution, believing that duty and responsibility takes precedence over personal leisure pursuits"

- Also known as the "silent generation" – works hard and keeps quiet Respect their silence – it does not mean they are not interested

- Be patient with their learning of new technology skills

- Job satisfaction comes from recognition/rewards

- Be very observant of their behavior when you apply the "leadership tools of collaboration." If you sense some level of frustration on their part, just tell them what needs to be accomplished

BABY BOOMERS- 1946-1964
"Many are near retirement age."

- **Recognize their unique qualities and characteristics. Boomers like to feel unique and different from their co-workers**

- **Provide them with resources and involve them in the decision making. They feel important when you include them**

- **Appreciate their strong work ethic and desire to prove themselves**

- **Communicate face to face and directly. Give them continual feedback with evidence**

GENERATION X - 1965 – 1979
"Skeptical toward authority and cautious in their commitment"

- **Allow creativity; involved them in multiple projects and empower them.**

- **Provide challenging tasks and learning opportunities This generation loves learning new skills.**

- **Coach and be straightforward. They are self-learners. Allow them to figure things out themselves. Ask for their opinion.**

- **Listen and respect their opinions. Provide constructive feedback on their progress. They want to know what they are doing right and what they need to improve.**

MILLENNIALS – 1980-1996
"Are motivated to learn …In general, family and work-life balance are important to them"

- **Coach directly and paint visual pictures to engage and inspire. Use different electronic communications.**

- **Show interest in their personal lives, values, goals, and personal growth. Demonstrate how the vision represents meaningful work.**

- **Challenge their abilities by assigning projects that requires the use of technology.**

- **Create a positive team environment as they prefer to work with others.**

- **Encourage their feedback. Personal recognition is a very effective motivator for millennials.**

GENERATION Z – 1996 & LATER

"Characterized as being the most diverse U.S. generation in history, having the shortest attention span (an average of 8 seconds) and being the world's first true digital natives."

- **Utilize telecommuting and alternative work schedules.**

- **Provide career path training**

- **Give them room to be "entrepreneurial."**

- **Remind them how their work contribute to the big picture**

- **Provide leadership opportunities and sponsored training.**

- **Respect their "individualism" as they don't feel tied to any organization**

"PEOPLE DON'T QUIT THEIR ORGANIZATION, THEY QUIT THEIR BOSS"

Marcus Buckingham