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Why Look at Generations in the Workplace?

- To gain a better understanding of ourselves and others
- Learn how differing values and expectations contribute to how each generation views the workplace
- Promote better working relationships and increase organizational effectiveness

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What are Generations?

A group of people that were born at about the same time and raised at about the same place.

Generations are not a box everyone fits neatly inside based on a birth year, but rather powerful clues on where to start to better connect with, influence and manage people of different ages.

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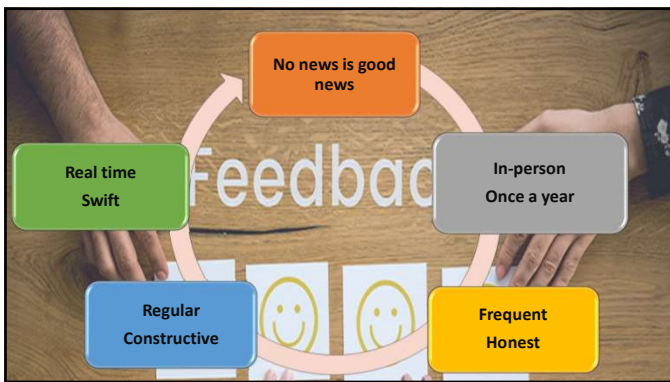
Workplace Trends

- Incentives other than salary
- Different concepts of career and success
- Global economy and potential outsourcing
- Virtual workplace and technological revolution
- Return of retired workers
- Disruption of the linear nature of power
- Shifts in collective bargaining
- Age discrimination complaints on the rise

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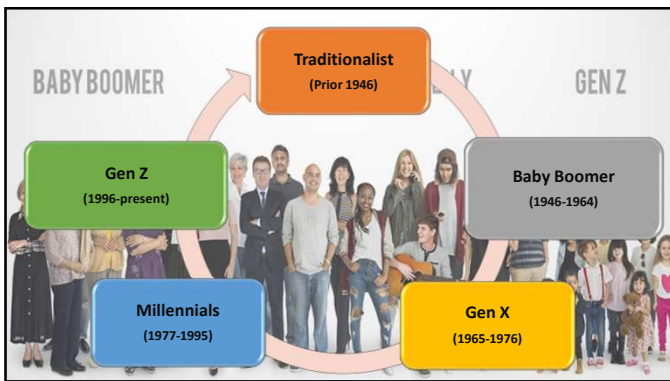
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Create a Logo
 What is your Slogan?
 What does your generation value most at work?
 What communication methods does your generation prefer?

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Traditionalists (Prior 1946)

 Influences:

- World War II
- The GI Bill
- The Cold War
- Korean War
- Pearl Harbor

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Getting to Know Traditionalist

Had more work and life experience than any other generation.

Military connection often made them more comfortable fitting in rather than standing out.

Grew up during the different wars and they were comfortable with delayed gratification.

Preferred formal communication, the more they saw you, the more they trusted you.

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Introducing Baby Boomers

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Baby Boomers (1946 – 1964)

Influences:


- Assassinations
- Vietnam War
- Watergate
- Civil Rights Movement
- Woodstock
- Neil Armstrong
- Roe vs Wade

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Getting to Know Baby Boomers




Are the workaholics in the workplace.



Arrive at work early, stay late, work weekends and expect everyone else to do the same.



Measure work ethic in hours per week. Those hours don't count unless they can see you.




Self-Autonomy clashes with younger generations

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Introducing Gen X

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**Gen X
(1965 – 1979)**

Influences:

- MTV
- High Divorce Rate
- Single Parent Home
- Personal Computer
- AIDS
- Hostages
- Latch Key Kids
- Wall Street Frenzy

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Getting to Know Gen X

The infographic is divided into four vertical columns, each with a circular icon at the top and a text box below. A large double-headed arrow is at the bottom. The columns contain the following information:

- Column 1:** Icon of cardboard boxes. Text: "Quick to move on if employer fails to meet their needs."
- Column 2:** Icon of a hand holding a coin with a plant growing from it. Text: "55% startup their own businesses."
- Column 3:** Icon of hands holding a coin with the word "RESPECT" written above. Text: "Believe in a workplace where everyone feels valued and respected regardless of background."
- Column 4:** Icon of a person holding a trophy. Text: "No losers, everyone gets a 'participation trophy.'"

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Introducing Millennials

A group of seven diverse young adults are gathered around a table, looking at their smartphones and tablets. In the background, there are chalkboard-style graphics with the words "QUALIFICATION", "MISSION", and "APPLICATION".

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Millennials (1980 – 1994)

Influences:

- Fall of Communism
- Internet Boom
- Desert Storm/Fox
- Video Games
- Domestic Terrorism
- Columbine
- Credit Card Debt
- September 11th

A group of seven diverse young adults are smiling and posing for a selfie. They are dressed in casual, contemporary clothing.

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Getting to Know Millennials

- Projected to make up 75% of the global workforce by 2025.** (Icon: Green sprout growing from a globe)
- DELAY**
Likely started their first job 3 to 5 years later than other generations. (Icon: Delayed film strip)
- EXPECTATION REALITY**
Have big expectations, some see a sense of entitlement. (Icon: Text 'EXPECTATION REALITY' over a globe)
- 57% of adults 18 to 24 and 16% of adults 25 to 34 live at home with their parents** (Icon: Family sitting on a couch)

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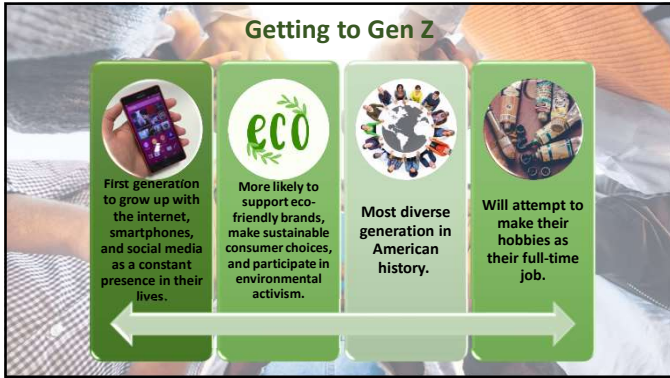
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Gen Z (1995 – 2009)

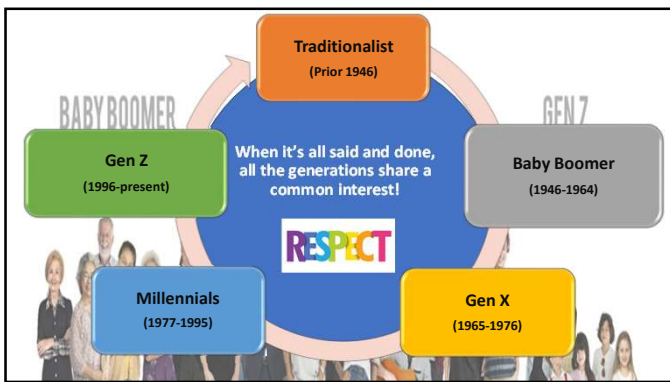
Influences:

- Global economic crisis
- Global Technology
 - Wearable devices
 - Cloud usage for storage and computing
- African American President

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