

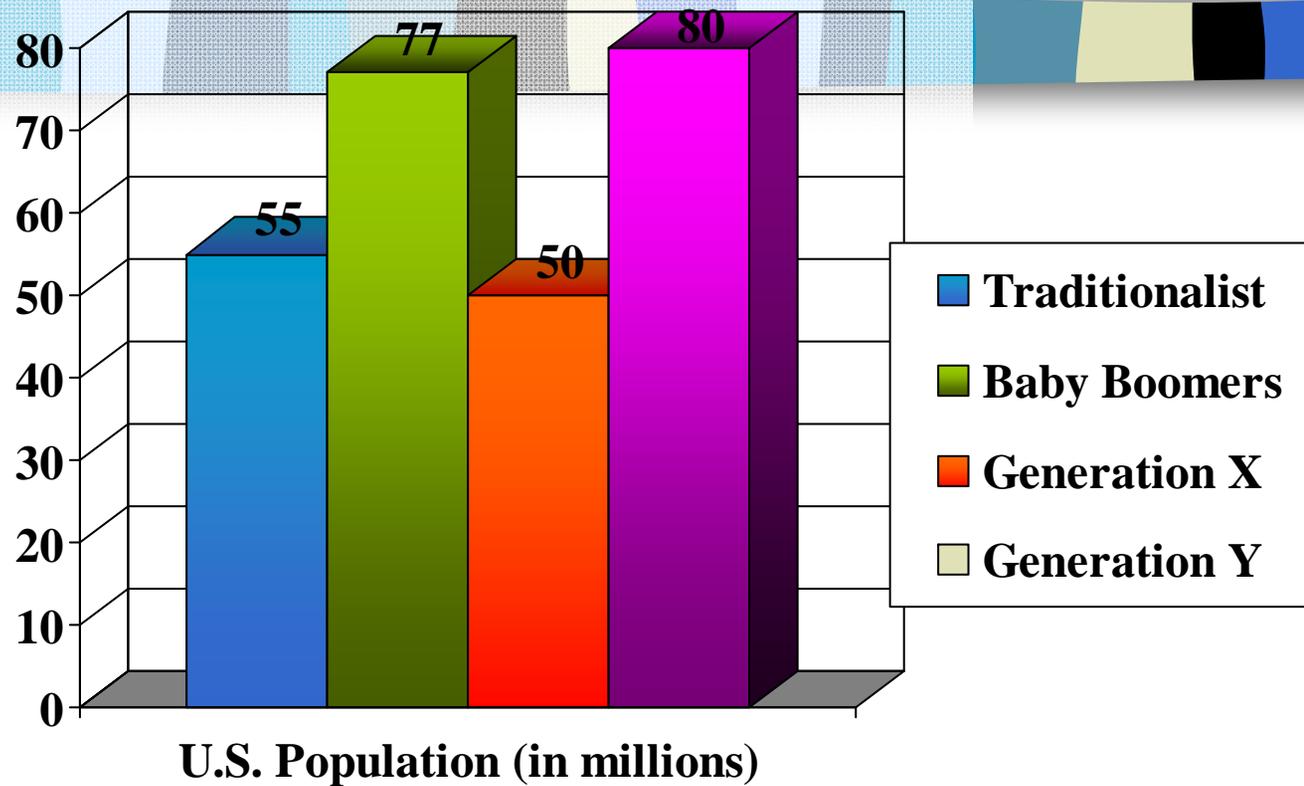


Working together: Four generations

Presented by:

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Who are the four generations?





Why should you care?

- 65% of organizations have generation gaps
- Generational collisions at work
- Productivity is negatively impacted
- Communication problems
- Recruiting and retaining people
- Motivating people
- Workforce shifts

Today, we challenge you to understand the different generational values, work habits, views of authority, and ideas of how to balance work and family issues.

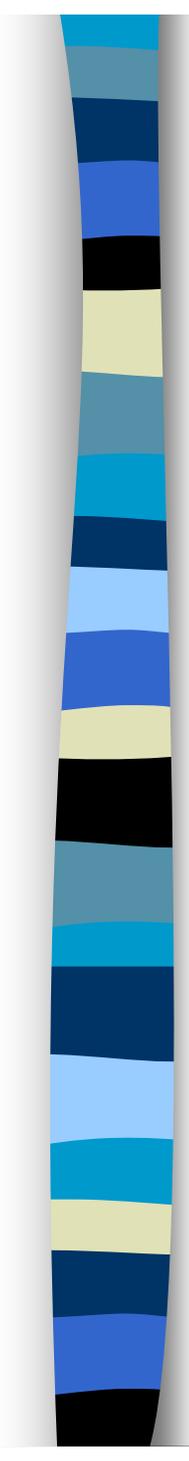


Traditionalists

Age: 65 – 85 yrs old
Born between:
1925 – 1945

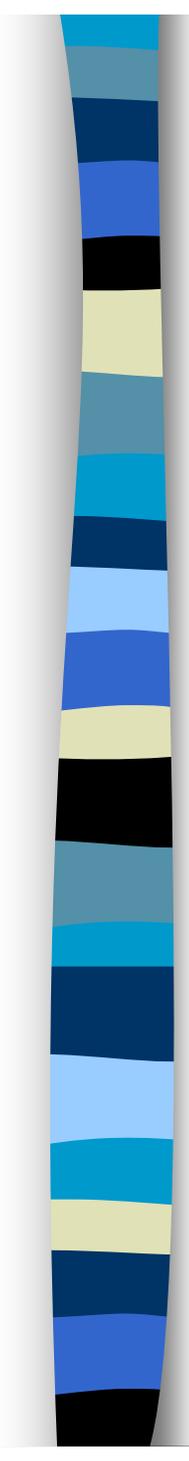
Also known as:
Veterans, Silents,
Seniors,
WWII Generation





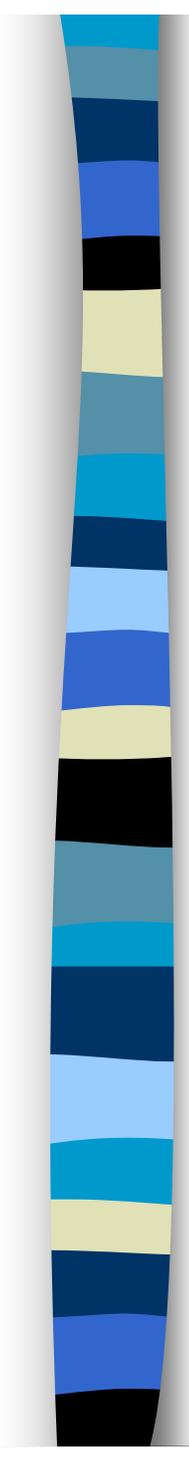
Traditionalists: Values

- Very defined sense of right and wrong
- Job stability
- Long-term careers
- Great reputation
- Believe in logic
- Fiscal responsibility
- Take care of possessions and responsibilities



Traditionalist: Ideas for work

- All printed material should be clear, easy to read, large font
- Provide a summary of topics and goals
- Be pleasant and personal
- Give them time to prepare
- They like to interact with people, not machines.
- Show respect for age and experience



Baby Boomers

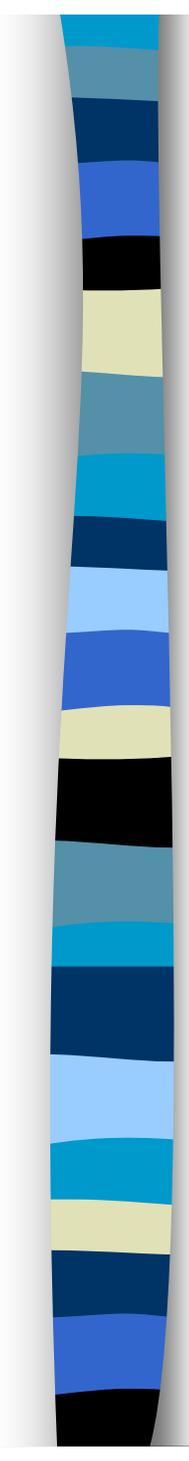


Age: 50 – 67 yrs old

Born between: 1943 – 1960

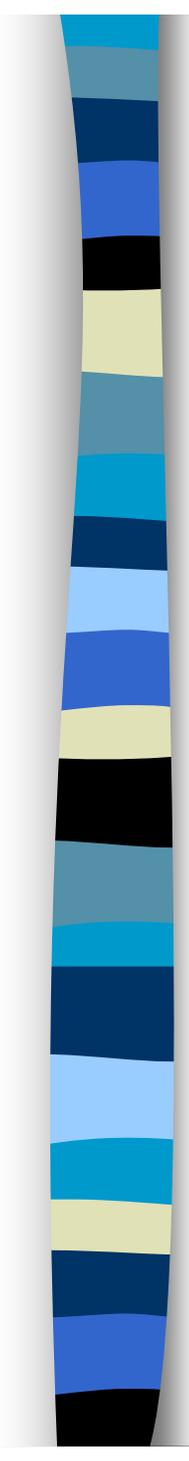
Also known as: Hippies, Yuppies





Baby Boomers: Values

- Team orientation – good team players
- Driven to succeed – believe that hard work and loyalty would be rewarded
- Personal growth and gratification



Baby Boomers: Ideas for work

- Fairness is important
- Show them they are important
- Know their name
- Be democratic
- Respect their experience
- Provide opportunities for feedback with face-to-face communication



Generation X

Age: 30 – 50 yrs old

Born between:

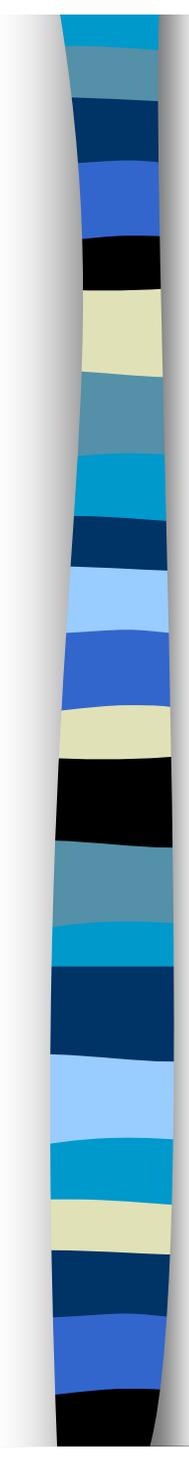
1960 – 1980

Also known as:

Baby Busters,

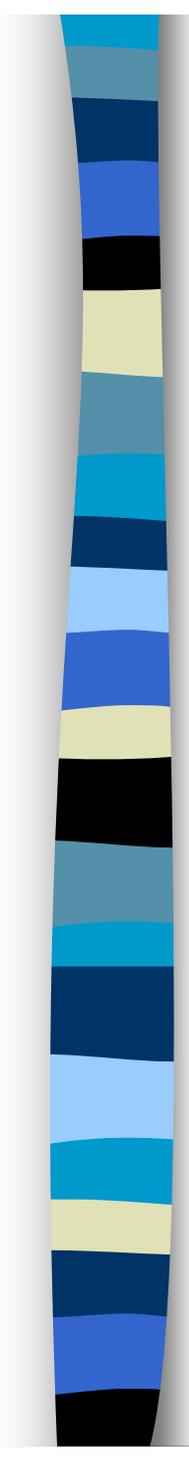
Post Boomers





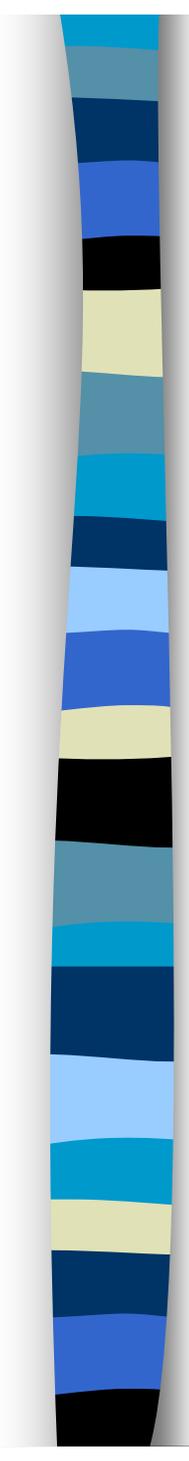
Generation X: Values

- Diversity
- Balance
- Techno-literacy
- Fun
- Self-reliance
- Informality



Generation X: Ideas for work

- Recognize their desire for flexible work environments
- Humor is important
- Be informal and avoid “chain of command” leadership
- Be visual and dynamic
- Be direct and truthful
- Provide a fun and relaxed place to learn
- Do not micromanage



Generation Y

Age: 10 – 30 yrs old

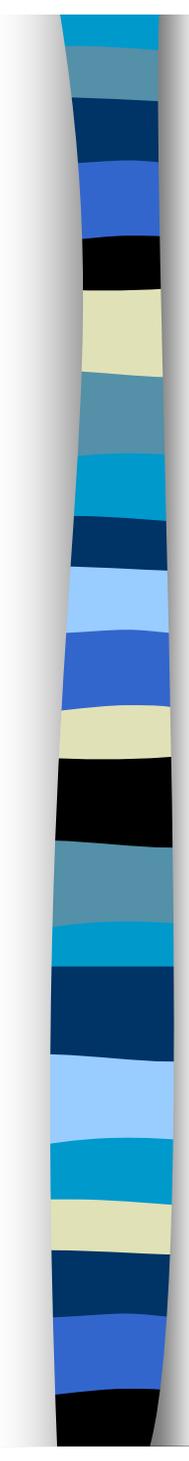
Born between:

1980 – 2000

Also known:

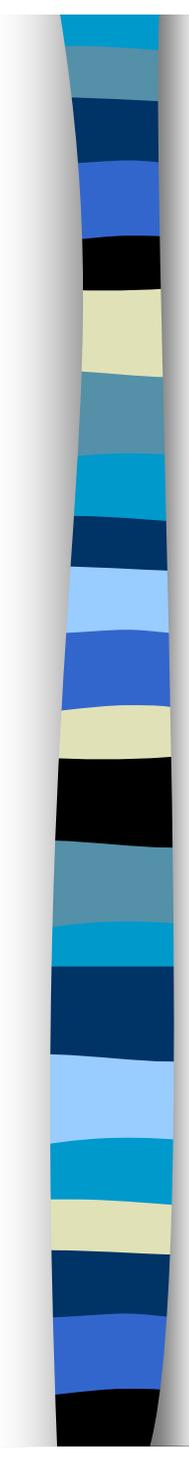
Internet Generation,
Echo Boomers, Millennials





Generation Y: Values

- Friendship/family
- Volunteering
- Technology and communication
- Expression and acceptance
- Culturally and politically liberal
- Collaboration and diversity



Gen Y: Ideas for work

- Personalize their work and diversify it
- Provide interactive team work
- Provide a mentor as a training option
- Ask their opinion
- Provide timely feedback



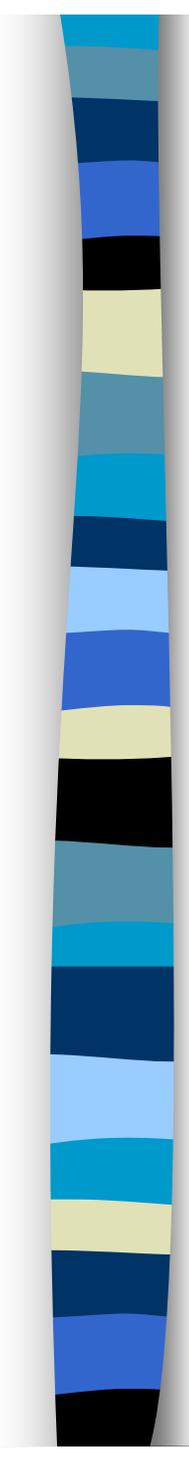
Cuspers

Age: varies

Born: within 3 years of the beginning or end of a generation

Often resemble trait(s) of previous or next generation, not the one they are in





Basic workplace needs for ALL generations

- ✓ Respect
- ✓ To trust and be trusted
- ✓ Co-workers and leaders who are credible and trustworthy
- ✓ Sensitivity
- ✓ Almost everyone wants a coach (in some form or another)
- ✓ Almost everyone wants to learn
- ✓ Precise feedback