


GENERATIONAL DIFFERENCES **AND BUILDING HARMONY**

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REMEMBER THE GENERATION BEFORE YOU?
THEY THOUGHT YOU WERE "DIFFERENT" TOO!





ARE GENERATIONS “ALL THAT?”

YES...BUT

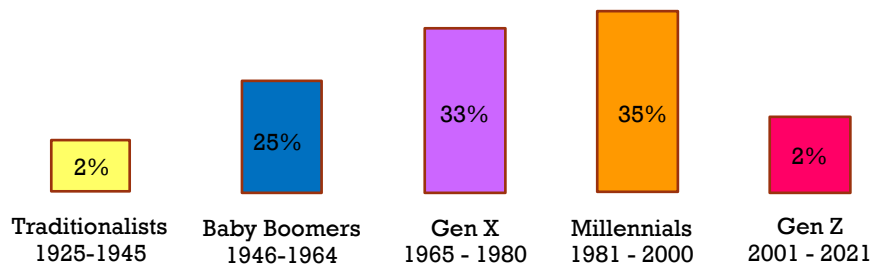
- Region or Country
- Socioeconomic
- Individual personality types
- Educational opportunities
- Religion
- Culture
- Global / World events

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Generation	Births Start	Births End	Young Age	Old Age
Greatest	1924	1915	106	131
		1924	97	111
Traditionalist		1945	76	96
Boomers		1964	57	75
X		1979	42	56
Xennials	1975	1985	36	46
Millennials		1994	27	41
Gen Z	1995	2012	26	9
Alpha	2013	current	-	8

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5 GENERATIONS IN TODAYS WORKFORCE



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TRADITIONALISTS 1925-1945



- **Dependable – Tactful – Straightforward – Loyal**
- **Shaped by:** The Great Depression, World War II, Radios and Movies
- **Motivated by:** Respect, Recognition, Providing long-term value to the company
- **Communication Style:** Personal touch, Hand written notes instead of email
- **Worldview:** obedience, age = seniority, advance through hierarchy
- **Employers should:** provide opportunities to contribute and emphasize stability

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BABY BOOMERS

1946 - 1964

- **Optimistic – Competitive – Workaholic – Team**
- **Shaped by:** Vietnam War, Civil Rights Movement, Watergate
- **Motivated by:** Company loyalty, teamwork, duty
- **Communication Style:** Whatever is most efficient, phone calls, face to face
- **Worldview:** Achievement comes after one pays their dues, sacrifice for success
- **Employers should:** Provide specific goals and guidelines, put in mentor roles, offer a coaching model



1965 - 1980

- **Flexible – Informal – Skeptical – Independent**
- **Shaped by:** Aids epidemic, Berlin Wall Falling, dot.com boom
- **Motivated by:** Diversity, work-life balance, personal-professional interests first rather than the company's first.
- **Communication Style:** Whatever is most efficient, phone calls, face to face
- **Worldview:** Favoring diversity, will move on if employer does not meet their needs, resistant to change at work if it affects their personal life
- **Employers should:** Provide immediate feedback, provide flexible work arrangements and work-life balance, offer professional development 8



MILLENNIALS

1981 - 2000

- **Competitive – Open Minded – Achievement Oriented**
- **Shaped by:** Columbine, 9-11 and the internet
- **Motivated by:** Responsibility, the quality of their manager, unique work experiences
- **Communication Style:** IMs, texts and emails
- **Worldview:** Seeking challenge, growth and development, fun work life and work-life balance, will leave an organization if it is not like this
- **Employers should:** Get to know them personally, manage by results, be flexible on their schedule and work assignments, provide immediate feedback

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GENERATION Z 2001 - CURRENT

- **Global – Entrepreneurial – Progressive – Less Focused**
- **Shaped by:** Life after 9-11, The great recession, technology since birth
- **Motivated by:** Diversity, personalization, individuality, creativity
- **Communication Style:** IMs, texts and social media
- **Worldview:** Self identify as digital device addicts, value individuality, prefer to work with millennial managers, innovative co-workers and new technologies
- **Employers should:** Offer to work on multiple projects at the same time, provide work-life balance, allow them to be self directed and independent.



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WORKING TOGETHER

- Mutual Respect
- Be flexible and accommodating
- Avoid stereotyping
- Seek out opportunities to learn from one another
- Tailor your communication approach

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**Final
Thought**

**Coming together
is a beginning;
keeping together
is progress;
working together
is success**

Henry Ford

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