

# Generations in the Workforce

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*Modified by Alyson Landry for Educational purposes*

# The Generations

<b>Generation</b>	<b>Era</b>
<b>Traditionalists</b>	<b>1925-1945</b>
<b>Baby Boomers</b>	<b>1946-1964</b>
<b>Generation “X”</b>	<b>1965-1980</b>
<b>Millennials</b>	<b>1981-1999</b>
<b>Generation Z</b>	<b>2000-2010</b>

# Big Numbers 2013

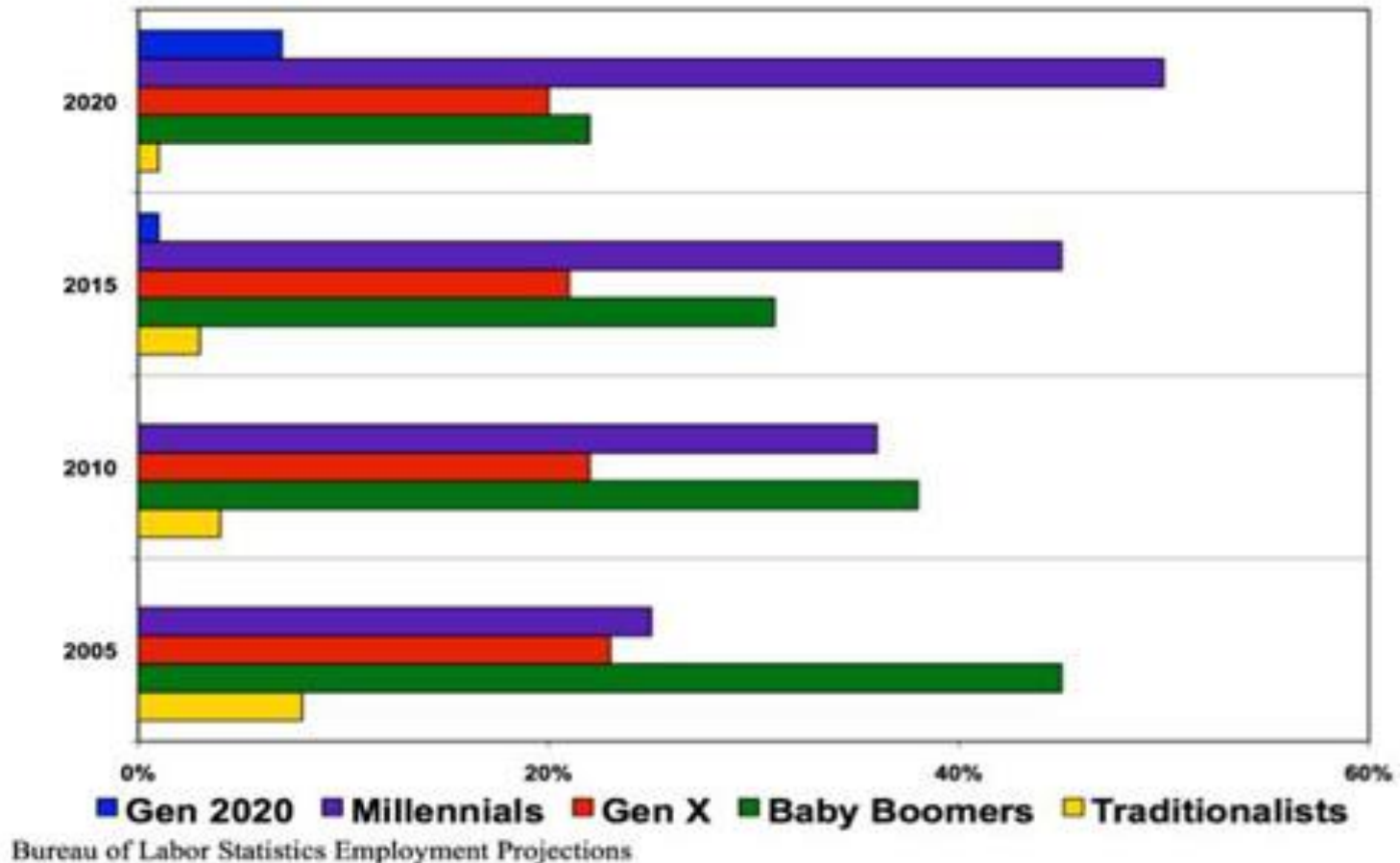
**7,878,00 Traditionalists = 5%**  
**59,820,00 Baby Boomers = 39%**  
**49,675,00 Gen X = 32%**  
**37,532,00 Millennials = 24%**



*Approximate US Labor Force Participation as of December 2012 - BLS*

# 2020

## Five Generations in the Workplace



# New Numbers 2020

**Traditionalists = 4%**

**Baby Boomers = 16%**

**Gen X = 20%**

**Millennials = 50%**

**Generation Z = 10 %**



**Generation Z will reach 2.56 billion by 2020**

# Stereotypes & Filters

## Stereotype

- A widely held but fixed and oversimplified image or idea of a particular type of person or thing.

## Filters

- Our **experiences filter** what we **hear** and **influence** what we **say**.

# The Decades

Generations are shaped by numerous factors:

- Pop Culture
- Technology
- Family
- Geography
- History

1900

2000

# Events and Experiences that Shaped Generations

- Traditionalists
  - Great Depression
  - New Deal
  - Attack on Pearl Harbor
  - World War II
  - Korean War
  - Radio
  - Telephone
- Baby Boomers
  - Civil rights
  - Feminism
  - Vietnam
  - Cold war
  - Space travel
  - Assassinations
  - Scientific advances
  - Credit cards
  - Television



# Events and Experiences that Shaped Generations

- Generation X
  - Fall of the Berlin Wall
  - Challenger disaster
  - Desert Storm
  - Personal computers
  - Working mothers
  - MTV
  - Divorce
  - Energy crisis
- Millennials
  - Child-focused world
  - School shootings
  - 9/11
  - Boston Marathon
  - Internet
  - Social networking
  - Continual feedback
  - Enron/WorldCom
  - Iraq/Afghanistan

# Traditionalists



- 49 million people
- Grew up with many rules and pressure to conform
- Increased prosperity over their lifetime; however, they remember the Depression
- “Work First!”
- Children should be seen and not heard
- Expected lifetime career with one employer
- Prefer communication in writing
- Desire to leave a lasting legacy

# Common Values

- Traditionalists
  - Hard work
  - Dedication and sacrifice
  - Respect for rules
  - Duty before pleasure
  - Honor
  - Conformity
  - Loyalty
  - Frugality



# Baby Boomers



- 79 million
- Grew up with fewer rules and a more nurturing environment
- Lived in generally prosperous times, but experienced layoffs
- Women entered workforce in record numbers
- “Live to Work!”
- Spend “quality time” with children
- Excelling in their career is important
- Prefer telephone or face-to-face communication
- Desire challenge and opportunity

# Common Values

- Baby Boomers
  - Optimism
  - Team orientation
  - Personal gratification
  - Involvement
  - Personal growth
  - Workaholics
  - Competitors



# Generation X



- 49 million
- Grew up as latchkey or day care children
- Turbulent economic times – downturn in 80s, upswing in 90s
- “Work to Live!”
- Friends with their child, want to spend quantity time
- Expect their career to keep moving forward or they will leave
- Prefer electronic communications
- Change from job security to career security

# Common Values

- Generation X
  - Diversity
  - Techno-literacy
  - Fun and informality
  - Self-reliance
  - Pragmatism – realists
  - Results oriented
  - Individualism
  - Challenge the system



# Millennials



- 75 million
- Attended day care, very involved “helicopter” parents
- Prosperity has increased over their lifetime
- “Live, then Work!”
- Achievement oriented
- Prefer instant or text messaging
- Want to build parallel careers – experts in multitasking



# Common Values

- Millennials
  - Optimistic
  - Civic duty
  - Confident
  - Achievement oriented
  - Respect for diversity
  - Informal
  - Tenacious
  - Social consciousness



# Generation Z 2000-10



# Generation Z Stats

Generation Z

- Population to reach 2.56 billion by 2020
- 96% own a smartphone
- 85% uses social media
- 50% will be connect online up to 10 hours per day
- 33% watches 1 hour of online video per day
- 63% prefer to see real people in ads
- Will make up 40% of all consumer
- 50% to be a part of minority or ethnic group
- Has attention span of 8 seconds

# Values

- Honesty is important
- Very conscious about the environment and world events
- Have a positive outlook
- Embrace flexibility
- Health conscious
- Family oriented
- Work-life balance



Generation Z

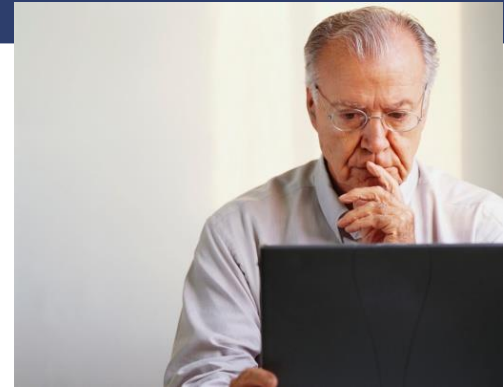
# Attributes

- Can receive and send multiple sources of information rapidly
- Screen oriented
- Are true digital natives but...can prefer face to face communication
- Want to be taken seriously
- Admire transparency
- Exceptionally resilient
- FOMO



# Traditionalists in the Workplace

- Polite
- Respectful
- Reserved
- Obedient
- Conformers



# Boomers in the Workplace



- Uncomfortable with conflict
- Consensus building leadership style
- Formal
- Follow protocol
- Social
- Politically sensitive
- Idealistic

# Gen Xers in the Workplace

- Fast-paced
- Independent
- Confident
- Value personal time
- Challenge the status quo
- Loyal to staff leader





# Millennials in the Workplace

- Task oriented
- Want options & choices
- Expect attention
- Expect feedback
- Multitask through multimedia
- Think “digital”
- Work toward weekend or closing time
- They are impatient
- Want to be led



# Generation Z in the Workplace

- Salary is a motivator
- Stability important
- Advancement is important
- Expect to work for themselves one day
- Demonstrates an intensive work ethic
- Entrepreneurial
- Multi-taskers
- Want feedback



# Generational Challenges We Face in the Workplace

- Poor communication
- Decreased productivity, quality, & innovation
- Misunderstood attitudes, relationships & working environments
- Less engaged volunteers & coworkers
- Lack of motivation, initiative, and team work

# On-the-Job Challenges



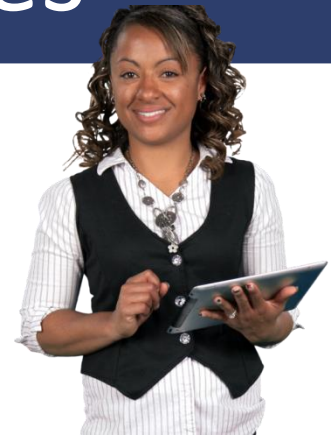
***Traditionalists and Boomers*** generally do not question or challenge authority.



***Xers, Millennials & Gen Z*** have been taught to speak up.

# On-the-Job Challenges

- ***Xers, Millennials and Gen Z***
  - Prefer electronic communication.
  - Do not like meetings.
  - Many have not developed active listening skills.
- ***Traditionalists and Boomers***
  - Prefer face-to-face communication.
  - Boomer bosses like to have at least one meeting each week with employees.



# Bridging the Generation Gaps

For all

- Appreciate differences
- Acknowledge your interdependency
- Appreciate what you have in common
- Accept and appreciate another's perspective
- Take responsibility for making your relationships better

# Bridging the Generation Gaps

## Getting along with *Traditionalists*

- Honor the chain of command
- Value the legacy they have built
- Value their experience
- Appreciate their dedication
- Communicate one-on-one
- Learn the corporate history

# Bridging the Generation Gaps



## Getting along with *Boomers*

- Show respect
- Choose face-to-face conversations
- Give people your full attention
- Learn the corporate history



# Bridging the Generation Gaps

## Getting along with *Xers*

- Get to the point
- Use email
- Give them space
- Get over the notion of dues paying
- Lighten up



# Bridging the Generation Gaps

## Getting along with *Millennials*

- Challenge them
- Ask them their opinion/collaborate
- Encourage finding a mentor
- Provide timely feedback
- Lighten up



# Bridging the Generation Gaps

## Getting along with *Generation Z*

- Workplace flexibility
- Provide inclusive communities and policies
- Be authentic
- Listen. Really listen
- Reward effort

# Bridging the Generation Gaps

Remember that all generations want:

- To be treated fairly
- Work that provides personal satisfaction
- Employers who understand personal lives are important
- Work that is valued by employers and customers
- A clear sense of purpose from employers

# Bridging the Generation Gaps

Remember the Golden Rule?

“Treat others as you would like to be treated.”

Change it to the Platinum Rule

“Treat others as they would like to be treated”