Our Agenda

• Define Generational Diversity
• Discover how generational differences play out in the workplace
• Identify perceptions of each generation
• Explore how age may affect workplace preferences
• Plan for flexibility in the workplace
What is Generational Diversity?

Study of preferences of different age groups, including
- Communication Styles
- Feedback Preferences
- Work Ethic
- Family Values

Should **not** be regarded as an all-inclusive personality profile

The generation in which we grow up is just **one** of the influences on our adult behavior

*Before you criticize the younger generation, just remember who raised them.*
<table>
<thead>
<tr>
<th>Generational Title/ Label</th>
<th>Years of Birth</th>
<th>Age in 2014</th>
<th>% of Population (2010 Census data)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Traditionalists</td>
<td>1922-1945</td>
<td>69-92</td>
<td>8.4%</td>
</tr>
<tr>
<td>WWII, Builder</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baby Boomers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Generation Jones</td>
<td>1946-1964</td>
<td>50-68</td>
<td>30.4%</td>
</tr>
<tr>
<td>Hippies</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Generation X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Busters</td>
<td>1965-1978</td>
<td>36-49</td>
<td>19.8%</td>
</tr>
<tr>
<td>Slackers</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Millennials</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Generation Y</td>
<td>1979-1997</td>
<td>16-35</td>
<td>27.6%</td>
</tr>
<tr>
<td>Nexters, Echo Boomers</td>
<td></td>
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</tr>
</tbody>
</table>
Age Breakdown in the Workforce

People At Work

For the first time in history, we have four generations in the workforce.

- Traditionalists: 5%
- Baby Boomers: 38%
- Generation X: 32%
- Generation Y: 25%

By 2015, Gen Y workers will outnumber Gen X & Boomers

154,316,000 people in the workforce
Share a **challenge, conflict** or **observation** you’ve experienced regarding generational differences at work.
Formative Experiences are the common events that shape a generation as they are growing up (during their formative years).

They include events, trends, cultural memorabilia and core values. These common experiences bind the generational group together and help define them as an age cohort.
<table>
<thead>
<tr>
<th>Events and Trends</th>
<th>Silents</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearl Harbor (WWII)</td>
<td>Vietnam War</td>
<td>AIDS</td>
<td>Exxon Valdez</td>
<td></td>
</tr>
<tr>
<td>FDR Administration</td>
<td>Assassinations (JFK, MLK, RFK)</td>
<td>Challenger Explodes</td>
<td>Cell Phones</td>
<td></td>
</tr>
<tr>
<td>Great Depression</td>
<td>Birth Control Pills</td>
<td>Gulf War</td>
<td>Rodney King</td>
<td></td>
</tr>
<tr>
<td>Golden Age of Radio</td>
<td>Watergate/Nixon</td>
<td>Fall of Berlin Wall</td>
<td>Columbine Shooting</td>
<td></td>
</tr>
<tr>
<td>Social Security Begins</td>
<td></td>
<td>Latch Key Kids</td>
<td>9/11; War on Terror</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Pop Culture</th>
<th>Mickey Mouse</th>
<th>Hula Hoops</th>
<th>MTV</th>
<th>Barney</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wheaties</td>
<td>Ed Sullivan Show</td>
<td>ET</td>
<td>Beanie Babies</td>
<td></td>
</tr>
<tr>
<td>Tarzan</td>
<td>Peace Sign</td>
<td>Cabbage Patch Dolls</td>
<td>The X Games</td>
<td></td>
</tr>
<tr>
<td>Jukeboxes</td>
<td>The Mod Squad</td>
<td>Atari</td>
<td>American Girl Dolls</td>
<td></td>
</tr>
<tr>
<td>The Lone Ranger</td>
<td>Slinky</td>
<td>The Simpsons</td>
<td>Hanging Chads</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Core Values</th>
<th>Patriotism</th>
<th>Personal Gratification</th>
<th>Diversity</th>
<th>Optimism</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conformity</td>
<td>Involvement</td>
<td>Optimism</td>
<td>Balance</td>
<td>Civic Duty</td>
</tr>
<tr>
<td>Hard Work</td>
<td>Optimism</td>
<td>Team Orientation</td>
<td>Independence</td>
<td>Confidence</td>
</tr>
<tr>
<td>Duty first</td>
<td>Health and Wellness</td>
<td>Technology</td>
<td>Street Smarts</td>
<td></td>
</tr>
<tr>
<td>Honor</td>
<td>Health and Wellness</td>
<td>Informality</td>
<td>Morality</td>
<td></td>
</tr>
</tbody>
</table>
Distinctly Different

Each generation has different cultural backgrounds, goals, life influences and behaviors.

**TRADITIONALISTS**
- 1922-1945
- Grew up in a “do-without” era
- Believes in hard work and sacrifice
- Uncomfortable with change
- Dedicated

**BABY BOOMERS**
- 1946-1964
- Grew up in a healthy economic era
- Tend to be optimistic
- Often defined by job
- Team-Oriented

**GENERATION X**
- 1965-1978
- Grew up in an era of distrust for national institutions
- Tend to be cynical, pessimistic
- Comfortable with change
- Self-Reliant

**GENERATION Y**
- 1979-1997
- Grew up in an era of financial boom
- Used to instant gratification
- Comfortable with multitasking
- Tech-Savvy
The Golden Rule  The Platinum Rule
Motivators

We can better appreciate our employees when we understand the factors that drive them.

- Sense of self-worth
- Good of the company
- Build a perfect personal legacy

- Sense of achievement
- Increased salary
- Build a perfect career

- Need to see how their actions make a difference.

- Sense of security
- Work to live
- Build a transferable career

- Sense of greater good
- Personal relationships
- Build parallel careers

Connect responsibility with personal goals.
Recognition

Each generation speaks their own language when it comes to appreciation.

**TRADITIONALISTS**
- "Your experience is respected."
- "We admire your perseverance."
- "Your knowledge and perspective is important."

**BABY BOOMERS**
- "Your opinion is valued."
- "Your contribution is recognized."
- "We need your leadership."

**GENERATION X**
- "We provide you new technology."
- "We'll invest in your training."
- "We trust you to choose how you handle this project."

**GENERATION Y**
- "You can save this project."
- "You made a difference today."
- "Let us know what you need to feel challenged."

**Rewards**
- Reward service & loyalty with plaques
- Rewards to promote & recognize performance
- Rewards to recognize personal needs & goals
- Rewards equal tangible evidence of credibility
Common Wish List

• An enjoyable job
• Fulfillment and purpose
• Good benefits and pay
• Perspective on what is important
• Respect
• Stability in the company and job
• Validation and appreciation
Navigating Generational Conflicts

• Be aware of your age related filters
• Keep in mind that we intend to judge ourselves by our intentions and other’s by their behavior
• Approach the situation with an open mind and collaborative attitude
• Be willing to forgive and move on
• Appreciate the diversity in points of view that different generations bring
What will you do differently?

• Map out the Generational make up of your unit. How can you modify your working or management style to fit their preferences?

• The next time you are frustrated with the way someone communicates, make a conscious effort to understand how that Generation views the situation.

• Use various methods of communication to ensure everyone receives the message in a way that is comfortable for them.

• Since one size does not fit all, make a special effort to recognize someone in a way that is meaningful to that person.
Everyone’s journey is different and we all travel on many different roads throughout this journey.

*That is okay.*

Our goal is to just arrive at the same destination.
This is a spell checker.
Beloit College Mindset List (2014)

- Few in the class know how to write in cursive.
- Clint Eastwood is better known as a sensitive director than as Dirty Harry.
- They never twisted the coiled handset wire aimlessly around their wrists while chatting on the phone.
- DNA fingerprinting and maps of the human genome have always existed.
- Czechoslovakia has never existed.
- Russians and Americans have always been living together in space.
- Nirvana is on the classic oldies station.
- Having hundreds of cable channels but nothing to watch has always been routine.
Wrap Up

Remember that Generation is only one aspect of a personality.

Flexibility is the key to bridging the Generations.

It is natural for different Generations to not see eye to eye, but that does not mean they should not respect the opinions and belief of others!
THANK YOU for your time!

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