

Conquering the Generational Challenge

Creating a Harmonious and
Productive Workplace

Generational Categories

- Traditionalist Born 1925-1944
- Boomers Born 1945-1964
- Generation X Born 1965-1981
- Millennials Born 1982-1997
- Generation Z Born 1998-2014

What defines a generation

- Collective perspective
- Similar values, thought processes and behavior patterns
- Impact of significant historical circumstances
- Gradual transition
- Broad range of disparity in exhibiting generational characteristics

What defines a generation

- Historical events
- Family Constellation
- Technological Advancements

What defines a generation

- Traditionalist
- Historical events
 - Great depression
 - World War II
 - Korean War
- Child Rearing
 - Authoritarian
 - Dominant maternal influence
- Family
 - Close nuclear families
 - Conservative family values
 - Family support in child rearing
- Technology
 - Radio
 - Polaroid camera
 - Party line telephone

What defines a generation

- Boomers
- Historical events
 - Civil Rights Movement
 - Vietnam War
 - Space race
 - Woodstock
- Child Rearing
 - Parental expectation for compliance
 - Education is paramount
 - Introduction of different philosophy of accountability
- Family
 - American dream
 - Close family systems
 - Sexual revolution
- Technology
 - Telephone
 - Air travel
 - Interstate highways

What defines a generation

- Generation X
- Historical events
 - Energy Crisis
 - Watergate
 - Iran hostage crisis
 - End of the cold war
- Child rearing
 - Expectations to achieve
 - Substantial increase in substitute care providers/latch key
 - Emphasis on post secondary education
- Family
 - Dual wage earner families
 - Increased divorce rate/single parent families
- Technology
 - Computers
 - Atari
 - Mobile phone transition – bag phones to wireless

What defines a generation

- Millennial
- Historical events
 - 911
 - Columbine
 - Desert storm
 - Great recession
- Child Rearing
 - Reduced structure and limit setting/inconsistency in accountability
 - Participation trophies
 - Increasing use of digital amusement
- Family
 - Divorce/single parent/blended families
 - Change in boundaries/broader definition
- Technology
 - Smart phones
 - Laptop computers
 - I pad

What defines a generation

- Generation Z
- Historical events
 - Iraq war
 - War on terror/ISIS
 - Political scandal
 - Border security
- Child rearing
 - Wide disparity in child rearing philosophy
 - Less structure/greater independence
 - Sporadic accountability
- Family
 - Blurring of gender identity
 - Alternate family lifestyles
 - Entitlements
- Technology
 - You tube
 - Drones
 - Interactive devices – Seri
 - Artificial intelligence

Generational Challenges in the Modern Workplace

- Cost of recruitment, hiring, training and retention
- Structuring the workplace to accommodate individual differences
- Development and supervision of staff
- Employee relations in a multi-generational work culture
- Keeping pace with advancements in technology

Work life values and ethic

- Boomers
 - Loyal to career and employer
 - Hard work will pay dividends
 - Ambitious/value gratification
 - Workaholics
 - Respect hierarchy
 - Play by the rules
 - Anticipating retirement

Work life values and ethic

- Generation X
 - Outcome oriented
 - Do whatever it takes
 - Work to live
 - Values education and the opportunities it creates
 - Self-starter
 - Focus on results
 - Entrepreneurial

Work life values and ethic

- Millennial
 - Tech savvy
 - Technology creates flexible workplace rules
 - Wants continual feedback
 - Prefers learning through mentoring
 - Highly educated
 - Seeks recognition
 - Sense of entitlement
 - Struggles with work hierarchies/structure

Work life values and ethic

- Generation Z
 - Digitally connected
 - Multi-tasker
 - Want to plan their own future
 - Wants to make an impact
 - Opportunists
 - Financial security is important
 - High rate of loneliness/feelings of depressed mood

Blending Generational Potentials

- More the same than different
 - Physical development
 - Intellectual development
 - Emotional development
 - Hierarchy of needs

Blending Generational Potentials

- Physical development
 - Biological functions
 - Human growth
 - Physical needs

Blending Generational Potentials

- Intellectual development
 - Brain function
 - Response to stimulation
 - Learning patterns

Blending Generational Potentials

- Emotional development
 - Erik Erikson's stages of man
 - Basic Trust vs. Basic Mistrust
 - Autonomy vs. Shame & Doubt
 - Initiative vs. Guilt
 - Industry vs. Inferiority
 - Identity vs. Diffusion
 - Intimacy vs. Isolation
 - Generativity vs. Stagnation
 - Ego Identity vs. Ego Despair

Blending Generational Potentials

- Hierarchy of Needs
 - Abraham Maslow
 - Basic needs
 - Safety needs
 - Love and belongingness needs
 - Esteem needs
 - Actualization

Blending Generational Potentials

- Mining for riches – exploring individual differences with universal questions
 - Getting to know you
 - Where are you going?
 - What do you expect?
 - What do you have to offer?

Embracing Differences to Develop Cohesion

- Communication
- Leadership
- Individual development
- Cross mentoring
- Flexibility
- Affinity groups
- Technology happens

Embracing Differences to Develop Cohesion

- Communication – the fundamental competency
 - Transfer information
 - Develop understanding
 - Multiple methods
 - Generational preferences
 - Goal: message sent = message received

Embracing Differences to Develop Cohesion

- Leadership
 - Changing the hierarchical landscape
 - Establishing a framework of operation
 - Assure communication reaches all organizational levels
 - Promote collaboration: each worker sharing their talents to achieve a common objective
 - Agree to what is expected, expect to be held accountable

Embracing Differences to Develop Cohesion

- Individual development
 - Highly educated work force
 - Employer/supervisor same page
 - Where are you going?
 - Why do you want to go there?
 - What do you expect when you get there?
 - Different learning styles
 - Book, class, on-line, mentoring
 - Achieving esteem

Embracing Differences to Develop Cohesion

- Cross mentoring
 - Everyone's a learner
 - Everyone's a teacher
 - Different skill sets, different generations
 - Opening up to the value of other points of view

Embracing Differences to Develop Cohesion

- Flexibility
 - Adapting the work place to worker strengths
 - Objective driven
 - Intentional flexibility
 - Different styles
 - Specific expectations
 - Established timelines
 - 24/7 worldwide business climate
 - Getting the most from a worker's effort

Embracing Differences to Develop Cohesion

- Affinity groups
 - Coming together around a common interest or cause
 - Belongingness is one of the personal needs that can be met through the work place
 - Workers who feel connected and valued develop loyalty to the work place

Embracing Differences to Develop Cohesion

- Technology happens
 - Technological advancement is a longitudinal process
 - Value of differing communication mediums
 - Creativity in problem solving/marketing
 - Work life enhancement

Generational Blending

Enhancing the Workplace

- Maximizing your investment
 - Hire wisely
 - Generational awareness
 - Know what you are looking for
 - Assess for a productive match
 - Orient completely
 - Understand individual differences
 - Establish clear expectations
 - Avoid turnover of valued workers
 - Proactive retention efforts

Generational Blending Enhancing the Workplace

- Structuring for success
 - Objective oriented – specific, measureable, time-limited
 - Defined expectations and outcomes
 - Intentional flexibility
 - Clear standards for accountability
 - Collaboration to avoid duplication

Generational Blending

Enhancing the Workplace

- Development and supervision
 - Generational expectations and needs
 - Promotion driven
 - Outcome driven
 - Fulfillment driven
 - Enhancement driven
 - Developing a mutually agreeable plan
 - Reinforcement
 - Mentoring as a resource
 - Generational respect and learning

Generational Blending

Enhancing the Workplace

- Employee cohesion
 - Building proactive cohesions
 - Events
 - Affinity groups
 - Projects/causes
 - Avoiding personnel disconnect/isolation/alienation
 - Exploring the strengths generational differences bring to a workplace

Generational Blending

Enhancing the Workplace

- Keeping pace with technology
 - Appreciate generational attitudes toward technology
 - Cost containment enhancements
 - Extending options and potentials
 - Embracing the future