LEADING A MULTIGENERATIONAL WORKFORCE

April 13, 2017 – 3:00 pm – 4:00 pm
*Room 101B*

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Topics for Discussion

- What's all the Hype About?

- The Breakdown - 5 Generations
  - Traditionalists
  - Baby Boomers
  - Generation X
  - Millenials
  - Generation Z

- Workplace Challenges

- Leadership

- Communication

- Technology

- Closing the Gap

What's all the hype about?

- We have five generations working side by side in the workforce.

- Traditionalists – born 1922 – 1945

- Baby Boomers – born 1946 – 1964

- Generation X – born 1965 – 1980

- Millenials – born 1981 – 1995

- Generation Z – born 1996 and later
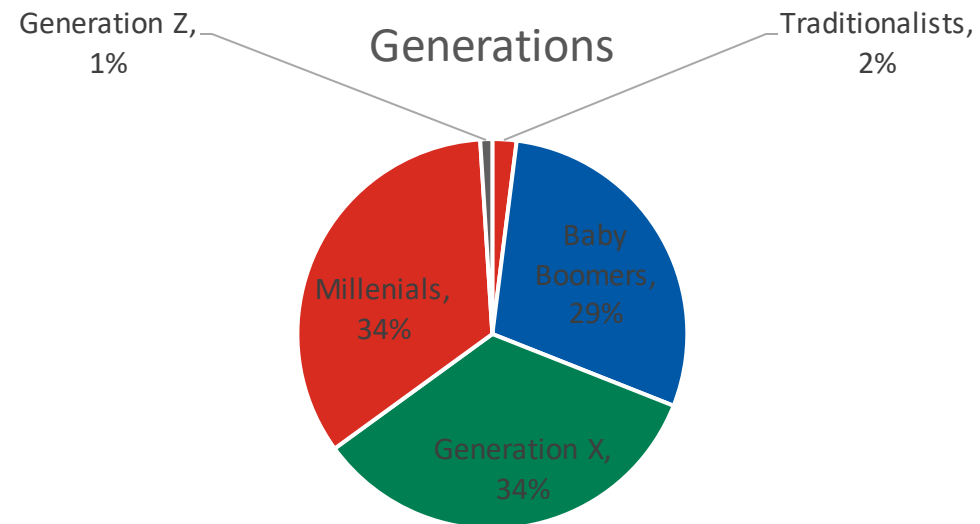
Pew Research Center, May 11, 2015

Generations

Generation Z, 1%

Traditionalists, 2%

Millenials, 34%

Baby Boomers, 29%

Generation X, 34%

- Traditionalists - Baby Boomers - Generation X
- Millenials - Generation Z

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Myths

1. Millenials are only in it for themselves.

2. Baby boomers have quit learning.

3. Generation Xers aren't willing to work hard.

4. Millennials have a lot in common with Generation Xers.

5. Millenials have a sense of entitlement and want opportunities.

6. Older workers are just "putting in time" before they retire.

7. Older workers can't learn technology.

8. Older workers are not as productive as younger employees

Key Trends that Shape a Generation

1. Parenting

2. Technology

3. Economics

Traditionalists -

Born 1922 – 1945 (Age 72-89)

Core Values
- Adhere to rules
- Loyalty
- Patriotism
- Savers
- Hard work

Preferred Work Environment
- Conservative
- Clear chain of command
- Top-down management

Messages that motivate
- "Your experience is respected"

Motivated by…
- Being respected
- Security

Popular technology in the era that shaped them
- Radio
- Rotary phones

Baby Boomers-

Born 1946 – 1964 (Age 53-71)

Core Values
▪Anti war / anti government
▪Equal rights
▪Extremely loyal to children
▪Spend now – worry later
▪Optimism

Preferred Work Environment
▪Democratic
▪Equal Opportunity
▪Warm, friendly

Messages that motivate
▪"You are valued"
▪"You are needed"

Motivated by…
▪Being valued, needed
▪Money

Popular technology in the era that shaped them
• Microwave
• Touch-tone phones

Generation X-

Born 1965 – 1980 (Age 37-52)

Core Values
- Work / life balance
- Lack of organizational loyalty
- Independent
- Informality

Preferred Work Environment
- Fast paced and flexible
- Functional, positive, fun
- Access to leadership/information

Messages that motivate
- "Work hard. Play hard."
- "Do it your way, forget the rules."

Motivated by…
- Freedom – removal of rules
- Time off

Popular technology in the era that shaped them
- PDA
- Cell phone

Millenials-

Born 1981– 1997 (Age 20-36)

Core Values
- Civic duty
- Highly tolerant
- Confidence
- Like personal attention

Preferred Work Environment
- Collaborative
- Achievement oriented
- Positive

Messages that motivate
- "You will work with other bright, creative people."

Motivated by…
- Working with other bright people
- Time off

Popular technology in the era that shaped them
- Internet
- Smart Phone

Generation Z-

Born 1998– Present (Age 19-0)

Core Values
- Cynical / Realistic
- Private
- Entrepreneurial
- Hyper aware
- Technology reliant

Preferred Work Environment
- Collaborative
- Positive
- Flexible

Messages that motivate
- "Perfection is overrated. I don't expect it from you and you shouldn't expect it from me."

Motivated by…
- Opportunity
- Frequent input on their work

Popular technology in the era that shaped them
- Internet
- Social Media - You Tube
- iPhone

The Workplace

- **Loyalty**

- **Work Ethic**

- **Flexibility**

- **Teamwork**

- **Casual, friendly work environment**

- **Open communication**

- **Leadership**

- **Collaborative and creative**

Leadership

- **Demonstrate Competence**

- **Provide interaction with colleagues**

- **Set clear, realistic expectations**

- **Connect with the heart – learn their passions**

- **Use technology**

- **Encourage mentoring and provide coaching**

Communication

Verbal Communication
- Face-to-Face

Non-Verbal Communication
- Email
- Texting
- Emoji's

Communicating with the Generations
- Your Communication Promise
  - Who communicates
  - Method of Communication
  - What is communicated consistently
  - Frequency
  - Special Announcements

Technology

- **Training**

- **Expectations**

- **Internet**

- **Social Media**

Closing the Gap

▪Be aware of preferred work styles.

▪Adopt effective communication techniques.

▪Identify the most successful feedback techniques.

▪Understand expectations of work/life balance.

▪Recognize the different reactions to conflict.

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