Learning Objectives

By attending this session, attendees will be able to:

- Identify characteristics of different generations in the workplace
- Discuss what different generations think of each other
- Consider perceptions of generations and challenges that lie ahead for the workplace
- Recognize the importance of developing and maintaining relationships between colleagues to better build a diverse and high performing workforce that reflects all segments of society
What is a Generation?
- The entire body of individuals born and living at about the same time
- A group of individuals, most of whom are the same approximate age, having similar ideas, problems, attitudes, etc.

Baby Boomers
Baby Boomers

- AKA: Sandwich Generation, the Beat Generation
- Born: 1946-1964
- 79 million
- Women’s Lib!
- Vietnam War
- Television

Generation X

- AKA: Slacker Generation, the Me Generation
- Born: 1965-1981
- 49 Million
- Latchkey kids
- Gulf War
- Video games: ATARI
**Generation Y**

- AKA: Millennials, Nexters
- Born: 1982-Late 90s
- 75 million
- Helicopter parents
- September 11/Iraq War
- Cellphones/social media

**Generation Z**
**Generation Z**

- AKA: iGen, post-millennials
- Born: Late 90s – Late 2010s
- As of 2014: 69 million
- Social Justice
- 2008 recession
- Smartphones/Apps

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**Older Generations in the Workplace**

**Baby Boomers**
- Optimistic
- Team players
- Uncomfortable with conflict
- Face-to-face communication
- Work before life
- Once a year feedback

**Generation X**
- Skeptical
- Independent/fast-paced
- Challenge the status quo
- Adaptable
- Work/Life Balance
- Increased need for feedback

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**“The Cool and Hip” Generations in the Workplace**

**Generation Y**
- Hopeful
- Task oriented
- Why?
- Multitaskers
- Fun first then work
- Expect attention and feedback

**Generation Z**
- Cynical
- Results oriented
- Comfortable with conflict
- Multitaskers on steroids
- Why can’t work be fun?
- Lots of feedback, maybe in person
Discussion – Do You Match Your Generation?

- The Boomers
- The Gen Xers
- The Gen Yers
- The Gen Zers

Platinum Rule: treat others the way they want to be treated

- How do you know how they want to be treated – ask

Our Workforce is Changing

- Platinum Rule: treat others the way they want to be treated
- How do you know how they want to be treated – ask

RECAP!!
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References


Questions??