





















# Generational Differences

# Benefits of Understanding Generational Differences

- Workforce planning
  - Turnover
  - Recruitment
  - Retention
- Communication
- Attitude/Motivation
- Recognition
- Productivity & Teamwork
- Learning Styles
- Technology/Business Partnership

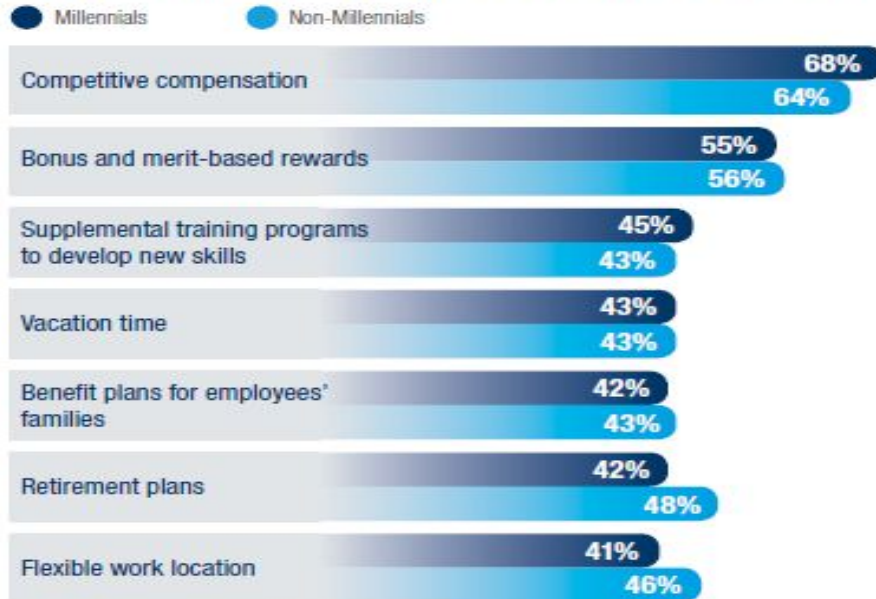
Talkin' 'bout my generation.....

Characteristics	Maturists (Pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (After 1995)
Formative Experience	WWII/ Rationing Rock 'n' Roll Nuclear Families Defined Gender Roles	Cold War "Swinging Sixties" Apollo Landing Woodstock Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan/ Gorbachev Latch-key kids	9/11 Invasion of Iraq Playstation Social Media/ Reality TV	Economic Downturn Global Warming Wiki-leaks Global Focus
Signature product	 Automobile	 Television	 Personal Computer	 Tablet/Smart Phone	 Google glass, graphene, nano-computing, 3-D printing, driverless cars
Communication media	 Formal letter	 Telephone	 E-mail and text message	 Text or social media	 Hand-held (or integrated into clothing) communication devices
Communication preference	 Face-to-face	 Face-to-face ideally, but telephone or e-mail if required	 Text messaging or e-mail	 Online and mobile (text messaging)	 Facetime
Preference when making financial decisions	 Face-to-face meetings	 Face-to-face ideally, but increasingly will go online	 Online — would prefer face-to-face if time permitting	 Face-to-face	 Solutions will be digitally crowd-sourced

# Some things never change

## What matters most to job satisfaction?

Chart shows share of employees ranking these as "important" or "highly important."






















- The millennial generation is just like every other generation in some ways....

Generational differences might .....

take into account where a person is at that point in his/her life

NOT take into account personality types

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<b>Aspiration</b>	Home Ownership	Job Security	Work-life balance	Freedom and flexibility	Security and stability
<b>Attitude Toward Technology</b>	Largely disengaged	Early IT adopters	Digital Immigrants	Digital Natives	Technologists
<b>Attitude toward career</b>	Jobs are for life	Organizational- careers defined by employers	Loyal to profession- not employer	Digital entrepreneurs- work with not for employers	Career multitaskers- move between orgs/ pop up
<b>Preferred Work Environment</b>	Hierarchal Clear chain of command Top down	“Flat” organizational hierarchy Democratic Don’t take criticism well	Functional, Positive, Fun, Efficient Fast paced and Flexible Informal Access to leadership & information Prefer regular feedback on their work / Need constructive feedback to be more Effective	Collaborative Achievement-oriented Highly creative Positive Fun, Flexible, Want continuous feedback	

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Keys to Working With		<p>Want to hear that their ideas matter.</p> <p>Before they do anything, they need to know why it matters, how it fits into the big picture and what impacts it will have on whom.</p> <p>Do well in teams</p> <p>Are motivated by their responsibilities to others</p> <p>Respond well to attention and recognition.</p>	<p>Want independence in the workplace and informality</p> <p>Give them time to pursue other interests</p> <p>Allow them to have fun at work</p> <p>Give them the latest technology</p>	<p>Team oriented workplace with bright, creative people &amp; friends</p> <p>Take time to learn about their personal goals</p> <p>Want respect</p> <p>Provide engaging experiences that develop transferable skills</p> <p>Grow teams and networks</p> <p>Develop the tools and processes to support faster response and more innovative solutions.</p> <p>Interactive work environment</p>	
Recognition		<p>Feel rewarded by money and will often display all awards, certificates and letters of appreciation for public view.</p> <p>Like praise</p> <p>Title recognition</p> <p>Give something to put on the wall.</p> <p>Somewhat more interested in soft benefits than younger generations</p> <p>Enjoy public recognition</p> <p>Appreciate awards for their hard work &amp; the long hrs. they</p>	<p>Not enamored by public recognition.</p> <p>Want to be rewarded with time off.</p> <p>Freedom is the best reward but as less dependent on being told that they are good people.</p> <p>Somewhat more interested in benefits</p> <p>Are self-sufficient, give them structure, some coaching, but implement a hands-off type of supervisory style</p>	<p>Like to be given feedback often and they will ask for it often.</p> <p>Meaningful work</p> <p>Be clear about goals and expectations</p> <p>Communicate frequently</p> <p>Provide Supervision &amp; Structure</p> <p>Managers who balance these frames of reference in rewarding workers create a more valuable experience for both the employee and worker</p>	