

Managing the Workplace of Many Generations

Presented by
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Welcome

Exercise:

Who do you know born between these years?

1900-1945

1946-1964

1965-1980

1981-1999

Objectives for this session:

- Will be able to identify different generations in the workplace
- Will know common traits of these distinct generations
- Will be able to identify common generational conflicts
- Through understanding the generations, will be able to identify possible conflict solutions

Let's get started....

1900-1945 "Traditionalists"

- These years combine two similar generations
- Two things defined this generation, Great Depression and World Wars
- "Waste not, want not" and "Save for a rainy day" are themes
- One single word to describe this generation is LOYAL = They had a deep belief in institutions that had common goals. "Stand besides her, and guide her...."

Traditionalist cont.

- First generation to introduce international places into their life, such as Pearl Harbor, Normandy, Hiro Shima, Korea, Bay of Pigs, Iwo Jima.
- Some famous traditionalist: Joe DeMaggio, Joe Lewis, Joe McCarthy, Dr. Spock, Alfred Hitchcock, Rat Pack, Franklin Delano Roosevelt, Charles Lindbergh, John Wayne, Bob Hope, Betty Crocker
- Known for following the "chain of command"

1946-1964 “Baby Boomers”

- Largest generation being 80 million strong
- Famous boomers include: Martin Luther King, Richard Milhous Nixon, John Fitzgerald Kennedy, Beaver Clever, Eldridge Clever, Rosa Parks, “Deep Throat”, McEnroe and Connors, the Osmond family, Gloria Steinem, Barbara Streisand, John Belushi, Janis Joplin, Captain Kangaroo, Captain Kirk, the Monkee, the Beatles, the Partridge Family and the Stones.

Boomers cont...

- Places of this generation included tragedy to escapism: Watergate Hotel, Kent State, Chappaquidick, to Woodstock
- Things reflected identity and availability of products, examples include bell bottoms, mood rings, junk food, LSD, and TV's
- Key word for this generation is “Optimistic” another word would be competitiveness because of the number of peers.

1965-1980 Generation X-ers

- This group is known as the most misunderstood
- It is a smaller generation, and have been able to say “Show me the Money!”
- Role models have been exposed to be very human and not super humans
- They have become distrusting of institutions as well as personal relationships
- In their life they have seen the divorce rate triple

X-ers cont....

- X-ers have had the media explosion right into their homes with PC's
- Violence has rose, AIDS, drug use, molesters, drunk driving increase, missing children, has all created a view that the world is not a safe place
- Single parents have increased and latch key programs were born
- X-ers have become resourceful and independent

X-ers cont...

- Places have expanded for X-ers because of the media, they include: the former Soviet Union to Somalia, from Cannes to Chernobyl, from Lockerbie Scotland, to Starbucks, and from the International Space Station to the Internet.
- Famous X-ers include: Brat Pack, Bill Clinton, Bill Gates, Monica Lewinski, the Ayatollah Khomeini, Ted Bundy, Beavis and Butthead, Clarence Thomas, Newt Gingrich, O.J. Simpson, Dennis Rodman, supermodels, Madonna, and Michael Jordan

1981-1999 Millennials

- Technology moved into their pockets and they have known computers since diapers
- School violence such as Columbine, illegal drugs along with the proliferation of gangs are all known to this generation
- Recent poll Millennials rank personal safety as their number one workplace issue
- Predicted to be the next Greatest Generation, loyalty from traditionalist, optimism from boomers, and X-ers to be skepticism, has taught Millennials to be cautious

Millennials cont...

- Diversity is an expectation, have always been exposed to diversity, expect that the work force to be the same as the world
- Key word for this generation is “Realistic”
- People include: Prince William, Chelsea Clinton, Ricky Martin, Clair Danes and Leonardo DiCaprio, Courtney Love, Britney, Backstreet Boys, Buffy, Cartman, Marilyn Manson, Mark McGwire, Sammy Sosa, and Venus and Serena Williams

Millennials Cont...

- Places for this generation have been virtual and real: chat rooms to Dawson’s Creek, from 90210 to Oklahoma City, and cyberspace to outerspace



Common “Clashpoints”

- Traditionalist “Chain of Command” was shaken up by Baby Boomers.
- Boomers challenge of authority has changed as they moved up echelons of management, and began to align with traditionalists
- Chain of command of Traditionalist, and Boomers, have become the X-ers “Self Command”
- Millennials “don’t command, they collaborate!”

Clashpoints around Career Goals

Traditionalist – Build a legacy
Baby Boomers – Build a “stellar” career
Generation X-ers – Build a portable career
Millennials – Build a parallel career

Clashpoints continued

- Employee orientation –
- Career and job changes –
- Under privileged -

Employee Rewards

- Generation differences make it harder to define what rewards for employees.
 - Pay Time Off (PTO) Vacation or Sick time
- Rewards
 - Traditionalist – Satisfaction and job well done
 - Baby Boomers – Money, title, recognition, the corner office
 - Generation X-er – Freedom is the ultimate reward
 - Millennials – Work that has meaning to me

Rewards cont....

- Rewards need to be a la cart.
- Performance is the real issue, rewards are not based off of fairness.

Balance

Traditionalist – Support me in shifting the balance
Boomer – Help me balance everyone else and find meaning myself
Generation X – Give me balance now, not when I am sixty-five
Millennials – Work isn't everything; I need flexibility so I can balance all my activities.

Balance Cont...

- Harris Poll commissioned by Public Policy Center, more than 80% of men ages 20-29 (X-ers) interviewed said that having a work schedule that allows them to spend time with their family is more important than doing challenging work or earning a higher salary.
- In comparing generational difference, it is not about balancing one's time, but about balancing one's mind.

Boundaryless workforce

- Term coined by Ceridian Corporation in 1999
- Definition: New arrangements that include telecommuting, virtual teams, flexible work plans, and use of temp professionals.

Retirement

Traditionalists Reward
Baby Boomers Retool
Generation X-ers Renew
Millennials Recycle

Southern Oregon's Story

- Unexpected retirement
- Interim promotion
- Working with several generations
- Cost savings
- Mentoring relationships
- Increased institutional history

What are some the generational issues you have seen on your campus?

Resolutions to generational conflicts

- We need ALL in the work place
- Believe everyone has something to contribute to the organization
- Rethink the diversity in the office, combining generations increases the diversity
- Respect all points of views
- Appreciate the individual person and from what generation they originate

Thank you for attending and participating in this session!

By
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