



MULTI-GENERATIONAL WORKPLACE-- -HOW DO I FIT IT?

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OBJECTIVES

Upon completion of this presentation, you will be able to:

- Recognize different communication styles
- Identify different work ethics
- Understand different priorities on work hours and/or location; and
- Appreciate different preferences in management style



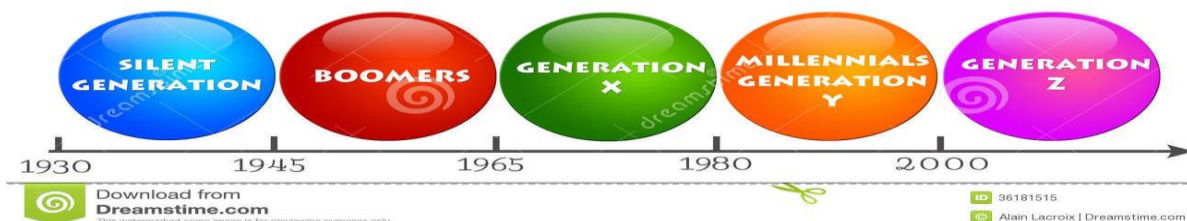
A MULTI-GENERATIONAL WORKPLACE—2021

WHERE WERE YOU WHEN???

| | | | | |
|--|---|--|---|---|
| Was born during Bill Clinton's presidency | Lived on a farm and raised livestock | Was a teenager when Boyz II Men was popular | Attended high school anytime during 1960-1980 | Thought the world was going to end on 2000 |
| Knows who sang <i>Purple Rain</i> at the 2007 Super Bowl | Was in high school or college on 9-11 | Skate boards were popular when you were in junior high or high school | Wore uniforms to school | Computers were part of your high school or college experience |
| Has tattoos or body piercings other than ears | Has celebrated a 30 year high school class reunion | MULTI-GENERATIONAL | Favorite musical artists were: Pearl Jam. Michael Jackson, Bon Jovi. Or LL Cool J | Voted for the first time in 1990-2020 |
| Plays a musical instrument or sings in the choir | Was in National Honor Society in high school during 1961-2010 | | Participated in a marathon or 1/2 marathon | Served in Desert Storm or had a relative serve in Iraq |
| Had a car when you were in high school | Was in Boy Scouts, Girl Scouts, or 4H | Knows how to do the <i>Hustle</i> , <i>Macarena</i> , or <i>Electric Slide</i> | Was a cheerleader or athlete anytime during 1965-1990 | Remembers paying less than \$1.25 for a gallon of gas |

Who Are the Generations in the Workplace?

- Traditionalists, silent 1925-1945 2%
- Baby Boomers, Boomers 1946-1964 20%
- Generation X, gen X'ers 1965-1980 33%
- Millennials 1981-2000 35%
- Gen Z 2001-2020 5%







What impact does that have on the work environment?

- ✓ Different work ethics
- ✓ Different outlook on work
- ✓ Different communication styles
- ✓ Different management style preferences
- ✓ Different priorities on work hours/location



Values & Communication Style

| Generation | Values | Communication style |
|--------------------------------|--|--|
| Traditionalists (1925-1945) | <ul style="list-style-type: none"> • Hard work, authority, trust, hard work, loyalty, stability, duty before pleasure | <ul style="list-style-type: none"> • Personal touch, handwritten notes instead of email |
| Baby Boomers (1946-1964) | <ul style="list-style-type: none"> • Hard work, question authority, driven, growth & expansion | <ul style="list-style-type: none"> • Whatever is most efficient, including phone calls and face-to-face  |
| Generation X (1965-1980) | <ul style="list-style-type: none"> • Diversity, work-life balance, make it work for me, prefer to work alone, entitlement | <ul style="list-style-type: none"> • Whatever is most efficient, including phone calls and face-to-face |
| Millennials (1981-2000) | <ul style="list-style-type: none"> • Lifestyle first, technically savvy, integrity, collaboration, tolerance | <ul style="list-style-type: none"> • IMs, texts. emails  |
| Gen Z (2001-2020) | <ul style="list-style-type: none"> • Work-life balance, progressive, personal well-being | <ul style="list-style-type: none"> • IMs, texts, social media |



Worldview & “Employers Should”

| Generation | Worldview | “Employers should” |
|--------------------------------|--|--|
| Traditionalists (1925-1945) | <ul style="list-style-type: none"> • Obedience over individualism; age equals seniority; advancing through the hierarchy | <ul style="list-style-type: none"> • Provide satisfying work and opportunities to contribute; emphasize stability |
| Baby Boomers (1946-1964) | <ul style="list-style-type: none"> • Achievement comes after paying ones dues; sacrifice for success | <ul style="list-style-type: none"> • Provide employees with specific goals and deadlines; put them in mentor roles; coaching feedback |
| Generation X (1965-1980) | <ul style="list-style-type: none"> • Favors diversity; quits if needs not met; resistant to change that impacts personal lives | <ul style="list-style-type: none"> • Immediate feedback; flexible hours/work-life balance; personal development opportunities |
| Millennials (1981-2000) | <ul style="list-style-type: none"> • Seeks challenge, growth, & development ; fun work life; will leave if don’t like change | <ul style="list-style-type: none"> • Get to know them personally; manage by results; flexible schedules; immediate feedback |
| Gen Z (2001-2020) | <ul style="list-style-type: none"> • Tech addicts, value independence and individuality; prefer to work with millennial managers; | <ul style="list-style-type: none"> • Offer opportunities to work on multiple projects at the same time; work life balance; allow them to be self-directed |



What Motivates a Multi-Generational Workplace?

- **Traditionalists**---respect, money, responsibility, control, desire to lead, consistency
- **Boomers**—money, teamwork, competition, care what others think
- **Gen X**---diversity, work-life balance, flexibility, time-off, telecommuting, immediate feedback
- **Millennials**—responsibility, meeting own goals, flex time, ability to multi-task and be creative
- **Gen Z**---diversity, personalization, individuality, creativity

What events impacted each generation?

| | |
|---|--|
| Traditionalist <ul style="list-style-type: none">✓ Great Depression✓ World War II—Pearl Harbor-Korean War✓ Radios✓ Atomic Bomb✓ Commercial air travel✓ Big Band Era | Boomer <ul style="list-style-type: none">✓ Civil Rights-MLK March on Washington✓ Sex, drugs, rock & roll✓ Hippies/Woodstock✓ Vietnam War✓ Assassinations—JFK, RFK, MLK✓ Moon landing |
| Gen X <ul style="list-style-type: none">✓ Roe vs. Wade✓ Challenger disaster✓ Personal Computers✓ Cell Phones/Cable TV✓ Desert Storm✓ Punk Rock, Rap, Grunge | Millennials <ul style="list-style-type: none">✓ Columbine✓ 9/11✓ Iraq War✓ Internet/Technology✓ Oklahoma City✓ Hip Hop |
| Gen Z <ul style="list-style-type: none">✓ Life after 911✓ Great Recession✓ President Obama✓ Hurricane Katrina✓ COVID19✓ I-Phone | |

How are we the same?

| TOPIC | SIMILIARITIES |
|-------------------------------|---------------------------|
| Desire for Public Recognition | Veterans/Baby Boomers |
| Tasks and result oriented | Veterans/Gen X |
| Civic minded | Veterans/Millennials |
| Question authority | Baby Boomers/Gen X |
| Team focused | Baby Boomers/ Millennials |
| Technically savvy | Gen X /Millennials/Gen Z |

Five actions in dealing with the generations

| Traditionalist | Boomer | Gen X |
|--|--|--|
| <ul style="list-style-type: none"> ✓ Personal ✓ Clear written goals ✓ Respect for age & experience ✓ Technology training ✓ Be honest/candid | <ul style="list-style-type: none"> ✓ Show you care ✓ Recognition ✓ Treat as equals—coach, do not direct ✓ Chance to talk ✓ Be honest/direct | <ul style="list-style-type: none"> ✓ Fun workplace ✓ Written goals ✓ Involve in teams ✓ Be truthful/direct ✓ Separate career and life |
| Millennials | Gen Z | |
| <ul style="list-style-type: none"> ✓ instant feedback-high energy ✓ Use technology to max ✓ Multi-tasking ✓ Close supervision | <ul style="list-style-type: none"> ✓ Build sense of community ✓ Interact & communicate digitally with staff ✓ Authenticity—want to know what is going on | |

Tips to Navigate a Positive Work Environment

- Take interest in others—put away fear and/or negativity
- Learn from each other—exchange of skills—respect individual variation
- Be flexible in your communication style—face-to-face, e-mail
- Speak in plain terms—avoid generational jargon
- Be attentive---look for signs that you may be misunderstanding each other—be an active listener
- Show respect for each other



Questions & Comments

