



Presenter: Ira S Wolfe
Success Performance Solutions

What participants will learn:

- ❑ Understanding generational differences
- ❑ How to maximize each generation's assets and neutralize their liabilities
- ❑ Identify the four most common clash-points between the four generations and how to manage them
- ❑ How to recruit, motivate and communicate in a multi-generational workforce

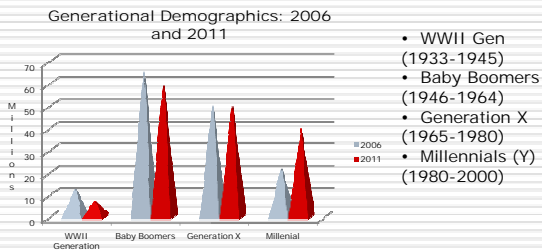
Do you remember?

- ❑ 1. Name the four Beatles.
- ❑ 2. Finish the line: "lions and Tigers and Bears, _____!"
- ❑ 3. Hey Kids, what time is it?
- ❑ 4. What do M & M's do?
- ❑ 5. What helps build strong bodies 12 ways?

Do you know?

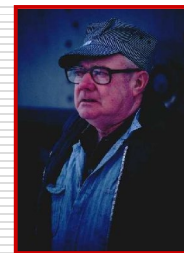
- ❑ 1. Name the three Jonas Brothers.
- ❑ 2. What does LOL mean?
- ❑ 3. What does bf4I mean?
- ❑ 4. What does CD9 mean?
- ❑ 5. Who said ""We're not worthy! We're not worthy!""

The Four Generations



The WWII Generation Born Before 1945 (also known as the Silent Generation or the Greatest Generation)

- Also Known As:
- Radio Babies
 - The Schwarzkopf Generation
 - The Silent Generation
 - The Greatest Generation
 - Traditionals
 - Veterans
 - Matures

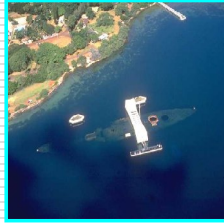


WWII

Seminal Events

Important Events

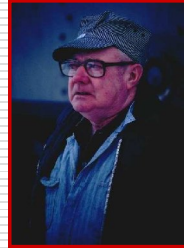
- ❑ 1927: Lindbergh Completes First Transatlantic Flight
- ❑ 1929: Great Depression
- ❑ 1937: Hindenburg tragedy
- ❑ 1941: Pearl Harbor
- ❑ 1945: WW II ends
- ❑ 1947: Jackie Robinson joins Major League BB
- ❑ 1947: HUAC investigates film industry



WWII

Compelling messages

- ❑ Make do or do without.
- ❑ Stay in line.
- ❑ Sacrifice.
- ❑ Be heroic.
- ❑ Consider the common good.



Popular technology for the Veterans

- ❑ Radio



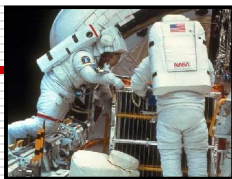
The Baby Boomers 1945–1964 (the largest generation, idealist)



Baby Boomer

Seminal Events

- ❑ 1954: First transistor radio
- ❑ 1960: Birth control pills
- ❑ 1962: John Glenn circles the earth
- ❑ 1963: Martin Luther King, Jr. leads march on Washington
- ❑ 1963: JFK assassinated
- ❑ 1965: U.S. sends troops to Vietnam
- ❑ 1967: World's 1st heart transplant
- ❑ 1969: Man lands on moon
- ❑ 1969: Woodstock



Baby Boomer

Compelling messages

- ❑ Be anything you want to be.
- ❑ Change the world.
- ❑ Work well with others.
- ❑ Live up to expectation.
- ❑ Duck and cover.

Baby Boomer

Popular Technology

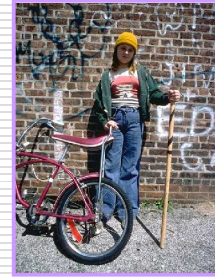
□ Television



The Gen Xers 1965–1980

Middle Children of the Workplace

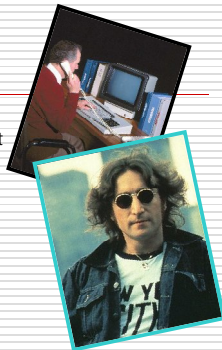
- Baby busters
- 20-somethings
- 13th Generation
- Post-boomers



Gen X

Seminal Events

- 1973: Global energy crisis
- 1976: Tandy and Apple market PCs
- 1978: Mass suicide in Jonestown
- 1979: Massive corporate layoffs
- 1980: John Lennon killed
- 1981: AIDS identified
- 1986: Chernobyl disaster
- 1986: Challenger disaster
- 1987: Stock market plummets
- 1989: Exxon Valdez oil spill
- 1989: Berlin Wall falls



Gen X

Compelling messages

- Don't count on it.
- Heroes don't exist.
- Get real.
- Take care of yourself.
- Always ask "why?"

Gen X

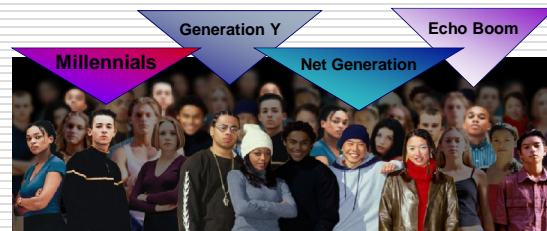
Popular technology

□ Personal Computer



The Echo Boom/Millennials...

- The Millennials are the children born between 1980 and 2000 (peaked in 1990), a cohort called by various names:



Baby-on-board generation

Raised by:

- Helicopter parents
- Snowplow parents

Result:

- More self-esteem than talent?
- Irritating rug rats or most talented generation ever?



Millennials

Seminal Events

- ❑ 1990: Nelson Mandela released
- ❑ 1995: Bombing of Federal building in Oklahoma City
- ❑ 1997: Princess Diana dies
- ❑ 1999: Columbine HS shootings
- ❑ 2001: World Trade Center attacks
- ❑ 2002: Enron, Worldcom scandals
- ❑ 2003: War begins in Iraq
- ❑ 2005: Hurricane Katrina
- ❑ 2007: Subprime crisis



Millennials

Compelling messages

- ❑ You are special.
- ❑ Leave no one behind.
- ❑ Connect 24/7.
- ❑ Achieve now!
- ❑ Serve your community.

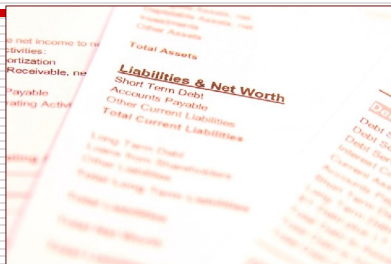
Millennials

Popular Technology

- ❑ Internet
- ❑ iPods & mobile devices



Generation Assets and Liabilities



Assets of each generation

- | BB: | Gen X: | Gen Y |
|-----------------------|----------------------------------|-------------------------|
| ❑ Service orientation | ❑ Adaptability | ❑ Collective action |
| ❑ Dedication | ❑ Techno-literacy | ❑ Optimism |
| ❑ Team perspective | ❑ Independence | ❑ Ability to multi-task |
| ❑ Experience | ❑ Creativity | ❑ Technological savvy |
| ❑ Knowledge | ❑ Willingness to buck the system | |

Liabilities of each generation

BB:

- ❑ Reluctant to go against peers
- ❑ Uncomfortable with conflict
- ❑ Not necessarily "budget-minded"
- ❑ May put process ahead of result

Gen X:

- ❑ Skeptical
- ❑ Distrustful of authority

Gen Y:

- ❑ Need for supervision and structure
- ❑ Inexperience – particularly with handling difficult people issues

Similarities Across the Generations

1. People of all ages view work as a vehicle for personal fulfillment and satisfaction, not just a paycheck.
2. Workplace culture is important to the job satisfaction of all employees.
3. More than 70% of all employees want a supportive work environment where they are recognized and appreciated.
4. Career development is a high priority.
5. Flexibility is important.



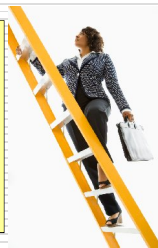
"Clash Points"



When the result of generational differences in the workplace are not taken into account, "Clash Points" can easily occur.

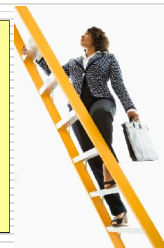
Four Key Clashpoints!

- ❑ Definition of work
- ❑ Communication
- ❑ Meetings
- ❑ Learning



Clashpoint! Attitudes toward Work

- V: Dedicated to the company
- B: Live to work
- X: Job is a contract
- Y: Work to live



Clashpoint! Communication

V: Memos, letters, personal notes

B: Phone call, personal interaction

X: Voice mail, email

Y: Twitter, Facebook, texting, blogs, email

Clashpoint! Meetings

V: Formal, scheduled in advance

B: Team oriented, scheduled

X: Informal but scheduled

Y: Informal, "seat of the pants"



Clashpoint! Learning

- V: Linear, one-way
- B: Linear, some interaction
- X: Linear, self-paced
- Y: On demand, interactive



More Clashpoints!



Clashpoint! Expectations

- V: I've earned it.
- B: I want it.
- X: I deserve it.
- Y: I expect it.



Clashpoint! Rewards and Feedback



V: "The satisfaction of a job well done"

B: "Money, title, recognition, perks"

X: "Freedom is the ultimate reward"

Y: "Work that has meaning for me."

Clashpoint! Response to Conflict



- V: Are not prone to confront authority
- B: Prefer to obtain team consensus
- X: Tend to be straightforward and tell it like it is
- Y: Don't cope with conflict and need coaching

Clashpoint! Career Goals

- V: Build a legacy
- B: Build a stellar career
- X: Build a portable career
- Y: Build parallel careers



Getting ahead of the curve

- What is the generational compositions of your current workforce?
- What will the composition be in 5 years?
- Does the proportion of generations in your workforce reflect the proportion in your industry, your profession and your customer base?
- Is there a concentration of generations in line vs. staff positions?
- Is there a higher attrition rate among members of one generation?

Getting ahead of the curve

- Are all generations involved in making hiring decisions?
- Are all generations involved in making recruiting new employees?
- Are all generations considered when discussing promotions?
- Do performance appraisals consider generational differences?
- Are all generations considered in succession plans?
- Do the results of employee engagement surveys differ by generations?

Additional Slides Upon Request

- Tips for working with each generation
- Messages that motivate each generation
- Managers who drive members of each generation crazy
- Managing a multi-generational workforce
- Recruiting a young workforce
- Best practice tips

- Subscribe to Geeks, Geezers and Googlization blog at <http://hr.toolbox.com/blogs/ira-wolfe>

Free Stuff!

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- ❑ Subscribe to Perfect Labor Storm 2.0 blog at <http://www.workforcetrends.com>

- ❑ Subscribe to Geeks, Geezers and Googlization blog at <http://hr.toolbox.com/blogs/ira-wolfe>

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