iGenerations@Work

Millennials, X’ers and Boomers, Oh My!

Rodd Welker
I REMEMBER
BEING THE REMOTE CONTROL
FAQs on Generations
Current population, by generation

**Boomers**: 1946–1964

**Gen X**: 1965–1976

**Millennials**: 1977–1995

**Gen Z**: 1996–TBD
Baby Boomers are retiring
Millennials outnumber Boomers in the workplace
1 in 3 employees reports to someone younger
1 in 7 reports to someone a full decade younger
Gen Z entering workforce – 4.5 million a year
TRENDS that SHAPE GENERATIONS:

- Parenting
- Technology
- Geography
- Major events
- Economics
“But that’s not me!”
### Boomers

1946 – 1964

<table>
<thead>
<tr>
<th>Important Events</th>
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<tbody>
<tr>
<td>Civil Rights</td>
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<td>Sexual revolution</td>
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<td>Space travel</td>
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<td>Rejection of traditional values</td>
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<td>Radicals of the 70’s</td>
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<td>Yuppies of the 80’s</td>
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<td>Woodstock</td>
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<td>JFK and MLK assassination</td>
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Baby Boomer Characteristics

- Workcentric
- Optimistic
- Personal gratification
- Recognition
- Like to be involved
- Health & wellness
Baby Boomers

Work Place Desires

• Avoid indirect communication
• Appreciated for their knowledge and experience
• Want to remain relevant
• Retirement sensitivity
<table>
<thead>
<tr>
<th>GEN. X</th>
<th>1965–1976</th>
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<tbody>
<tr>
<td>Iran-Contra affair</td>
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<td>Energy Crisis</td>
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<td>AIDS</td>
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<td>Roe vs. Wade</td>
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<td>Dual income families</td>
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<td>Latchkey kids</td>
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<td>Y2K</td>
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<td>Divorce</td>
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<td>Operation Desert Storm</td>
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GEN. X CHARACTERISTICS

- Independent
- Diversity is the norm
- Value free time
- Creative risk takers
- Fluid careers
- Fun in the workplace
Gen. X

Work Place Desires

- Work-Life balance
- Freedom & flexibility
- Access to leadership & info.
- Positive & fun environment
- Autonomy & informality
- Project and outcome focused
<table>
<thead>
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<tr>
<td>The Great Recession</td>
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<td>Internet</td>
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<td>Facebook/Twitter</td>
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<td>Terrorist Attacks – 9/11</td>
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<td>War on Terror</td>
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<td>School shootings</td>
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<td>Climate change debate</td>
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<td>Student loan debt</td>
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**Millennials**

1977 – 1995
Millennial Characteristics

- TWO DISTINCT GROUPS
- NATURAL NETWORKERS
- THRIVE ON CHALLENGE & GROWTH OPPORTUNITIES
- HIGH EXPECTATIONS
- TECH-SAVVY OR DEPENDENT
- INSTANT FEEDBACK
- CONFIDENT
- VALUE DIVERSITY
Millennial Work Place Desires

- Flexibility, flexibility, flexibility
- More workplace technology
- Work for a purpose
- Personal and professional dev.
- Want coaches (not bosses)
- Ongoing feedback
- Collaborative environments
- Participate in decision-making
GEN. Z Characteristics

- Highly Educated
- Self-Aware & Self-Reliant
- Goal-Oriented
- Digital Natives
- Sustainability is Important
- Entrepreneurial
- More Private
- Multiracial
- More Accepting
- Immersed in Multitasking
Gen. Z

Work Place Desires

- Competitive salary & job security
- Instant feedback
- Lay out possible career trajectory
- Honesty & transparency
- Want the tools to win
- Keep it simple
Break down the Barriers
Baby Boomers
• Enroll them as coaches
• Show appreciation for their commitment to working hard

Gen. X’s
• Honor their value to family
• Always tell them the truth

Millennials
• Get to know them personally and their interests
• Connect them to the big picture
• Be authentic

Gen. Z’s
• Mentor with instant feedback
• Showcase their individual talents
• Allow for healthy competition
Multi-Generational Success

Develop the relationship
Be flexible
Avoid stereotyping
Initiate dialogue
Learn from one another
Find common ground
REMEMBER, we all CRAVE ...

to belong
have purpose
be accepted
be seen and heard
be valued
be elevated
“MATCH MY WISE EYES WITH THEIR FRESH EYES.”

BECAUSE

AGE-DIVERSE TEAMS ARE MORE SUCCESSFUL