

Empowering the Multi-Generational Workforce



GENERATIONS DEFINED



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AVOID STEREOTYPING



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A close-up photograph of a vintage car's front end, featuring a prominent chrome grille with vertical slats and a round headlight on the left. The car's body is a dark, glossy color. The text "TRADITIONALISTS" is overlaid in large, white, bold, sans-serif capital letters across the center of the image.

TRADITIONALISTS

1922-1945

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TRADITIONALISTS

- Less than 5%
- Conservative
- Fiscally prudent
- Loyal to their employers
- Dedicated, respectful & practical

How do Traditionalists define their purpose?

By respecting their experience, loyalty, and contributions AND realize that they still have much to offer at work, in their families, and in their service.

A vintage wooden television set with a large screen and a control panel on the right side. The screen is dark and reflects some light. The wood is a light brown color. The control panel has a silver dial and a small speaker grille.

BOOMERS

1946-1964

BOOMERS 1946-1955

- Cuban Missile Crisis
- JFK, RFK, MLK, Jr. assassinations
- Walk on the moon
- Vietnam draft
- Anti-war protests, civil rights movements & Woodstock

BOOMERS 1956-1964

- Watergate / Nixon resignation
- Oil embargo, inflation, gas shortage
- Cold War
- Live Aid
- LESS optimistic, DISTRUST government

How do Baby Boomers define their purpose?

By being recognized for their contributions, fit in with the mission/vision of an organization, have the opportunity to build relationships, equal opportunities, and have a clear understanding of how they fit in.



PACKARD BELL 386 SX ... FOR THE HOME OR OFFICE

PACKARD BELL

GEN X'ers

1965-1976

1 PACKARD BELL 386 SX COMPUTER is feature-packed.

HARDWARE

- 80386 SX processor • 20 mHz clock speed • 3.5" and 5.25" floppy drives • 85 MB hard drive (20 ms) • Two serial ports • one parallel • 2 MB RAM (expandable to 16 MB) • 16 KB Cache

SOFTWARE

- DOS 3.31 • Access to a wide range of software on the market today • WordPerfect, Spreadsheet, Data Base, Word Processor, Communications • Modem (built-in), 2400 on PBS • Fax Card

MONITOR

- 14" super VGA monitor • 0.31 mm dot pitch • Tilt/swivel

MEASUREMENTS

- System - 17" w. x 18" d. x 4.5" high
- Monitor - 15" w. x 16" d. x 15" high
- Keyboard - 18" w. x 7" d. x 2" high

573 042 115 - Each..... 2399.00

2-9 SOFTWARE PACKAGES • Avail- able in English only • Include both 5.25" and 3.5" diskettes

(2) **PRINT POWER PRO** • Create profes-
sional proposals, banners and stationery
573 047 912 - Each..... 28.99

(3) **QUICKEN 4.0** • Control your finances
from investment tracking to bill paying
and many more essential financial needs
573 047 913 - Each..... 64.99

Gen X'ers

- **Care less about advancement than about work/life balance**
- Expect to influence the terms and conditions of the job
- **Enjoy work, but are more concerned about work/life navigation**
- Have a work ethic that no longer mandates 10 hr days in the office
- **Like a casual work environment**
- **Looking for meaningful work and innovation**
- Move easily between jobs and criticized for having no attachment to a particular job/employer
- **Outcome oriented**
- Rely on their technological acuity and business savvy to stay marketable
- **Crave independence**
- Confident
- Flexible
- **Focus on Results**
- Unimpressed with authority
- Willing to take on responsibility
- Self-starters
- Self-sufficient
- Prefer diversity, technology, informality and fun
- **Work/Life Balance**
- **Work to live**

How do Gen X'ers define their purpose?

By recognizing their merit, offering flexibility, appreciate a forward thinking organization, the availability of technology to create speed and efficiency, and offer time for them to fulfill their interests.

GEN X'ERS



- Independent
- Highest number of divorced parents
- Dual-income families
- Self-sufficient (latch-key kids)
- Intolerant of bureaucracy



GEN Y's

1977-1989

GEN Y'S

- No time-outs, spankings
- Conscious of global environment
- Open-minded and accepting of differences
- Technology savvy
- Require work-life balance

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Gen Y's (Millennials)

- Not only balance with work and life, but balance with work, life and community involvement and self development
- Flex time, job sharing, and sabbaticals will be requested more by this generation
- Believe that because of technology, they can work flexibly anytime, any place and that they should be evaluated on work product-not how, when or where they got it done
- Expect to influence the terms and conditions of the job
- Have a work ethic that no longer mandates 10 hr days
- High expectations of bosses and managers to assist and mentor them in attainment of professional goals
- Want long-term relationships with employers, but *on their own terms*
- Decrease in career ambition in favor of more family time, less travel, less personal pressure
- Looking for meaningful work and innovation
- Highly educated
- Multitask at high speed
- Technical; savvy

How do Gen Y's define their purpose?

By recognizing their contributions, (even the small ones that other generations take for granted), investing in their professional development in ways that they learn, have opportunities to volunteer in large numbers especially in secular organizations, and all of this communication should be done by using multilevel approach, such as the Internet, social media, and other outlets.

GEN Z'S



1990-2002

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GEN Z'S

- Instant gratification
- Process at lightning speed
- Open books
- Communicate in short spurts
- Crave constant and immediate feedback

Gen Z's

- **Extremely or very interested in volunteering to gain work experience**
- **Concerned about man's impact on the planet**
- **Display symptoms of emotional distress when kept away from their personal electronic devices**
- **Entrepreneurial**
- **Motivated by opportunities for advancement**
- **Aspire to be leaders**
- **Have integrated technology seamlessly into their lives**
- **A company's impact on society affects their decision to work there**
- **Want to convert hobbies into full time jobs**
- **Want to have an impact on the world with their jobs**
- **Believe they will need to work harder compared to those in past generations to have a satisfying and fulfilling professional life**
- **While other generations are fearful about the future, they remain optimistic**

How do Gen Z's define their purpose?

By creating an environment where they can thrive in the ways they have always done their work...technology! By allowing them to lead an organization to have a more global awareness and offering them the opportunities to participate in efforts where they have passion. And, offering them the flexibility in their work environments.

5 GENERATIONS HAVE...

- Different Values
- Different Ideas
- Different Ways of Getting Things Done
- Different Ways of Communicating

VALUES

Evolve from circumstances with the external world...



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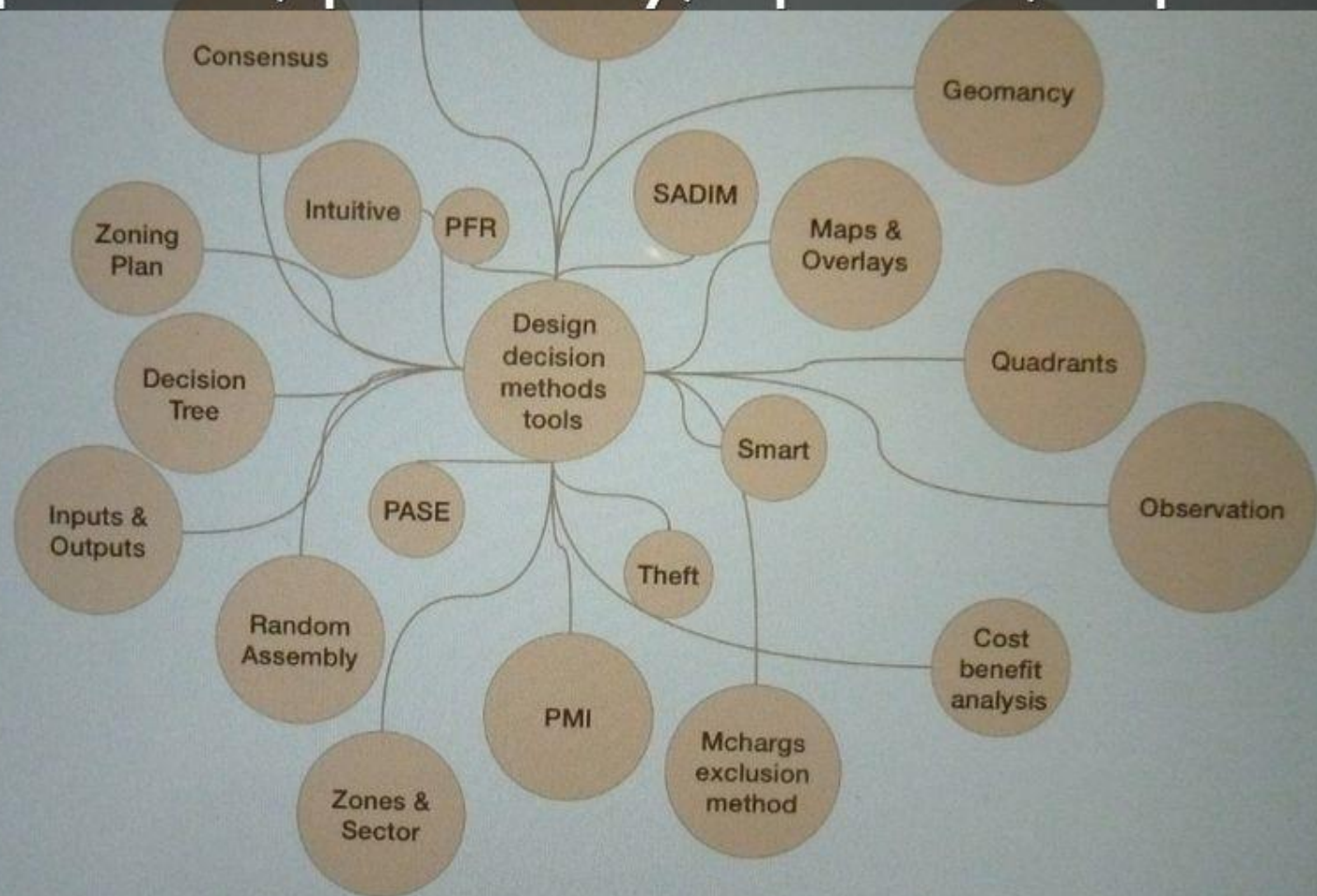
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IDEAS

Past experience, learned, and creativity

WAYS OF GETTING THINGS DONE

Past experience, personality, aptitudes, exposure



COMMUNICATION



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Education, personality, experience, family dynamics



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TWO CHOICES

DIFFERENT, therefore
WRONG

or

NOT wrong, just DIFFERENT

IMPLICATIONS

- Different, therefore wrong....
- High turnover
- Tangible costs (recruitment, hiring, training)
- Intangible costs (stress, morale)
- Grievance, complaints, negative perceptions

BENEFITS

- Not wrong, just different
- Effective communication
- Employee retention
- Buy-in and motivation
- \$\$\$\$\$\$\$\$\$\$\$\$\$\$



Never assume!

Ask: "How would you prefer
that we stay in touch?"

Then make a note in their
"file"

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AVOID STEREOTYPING



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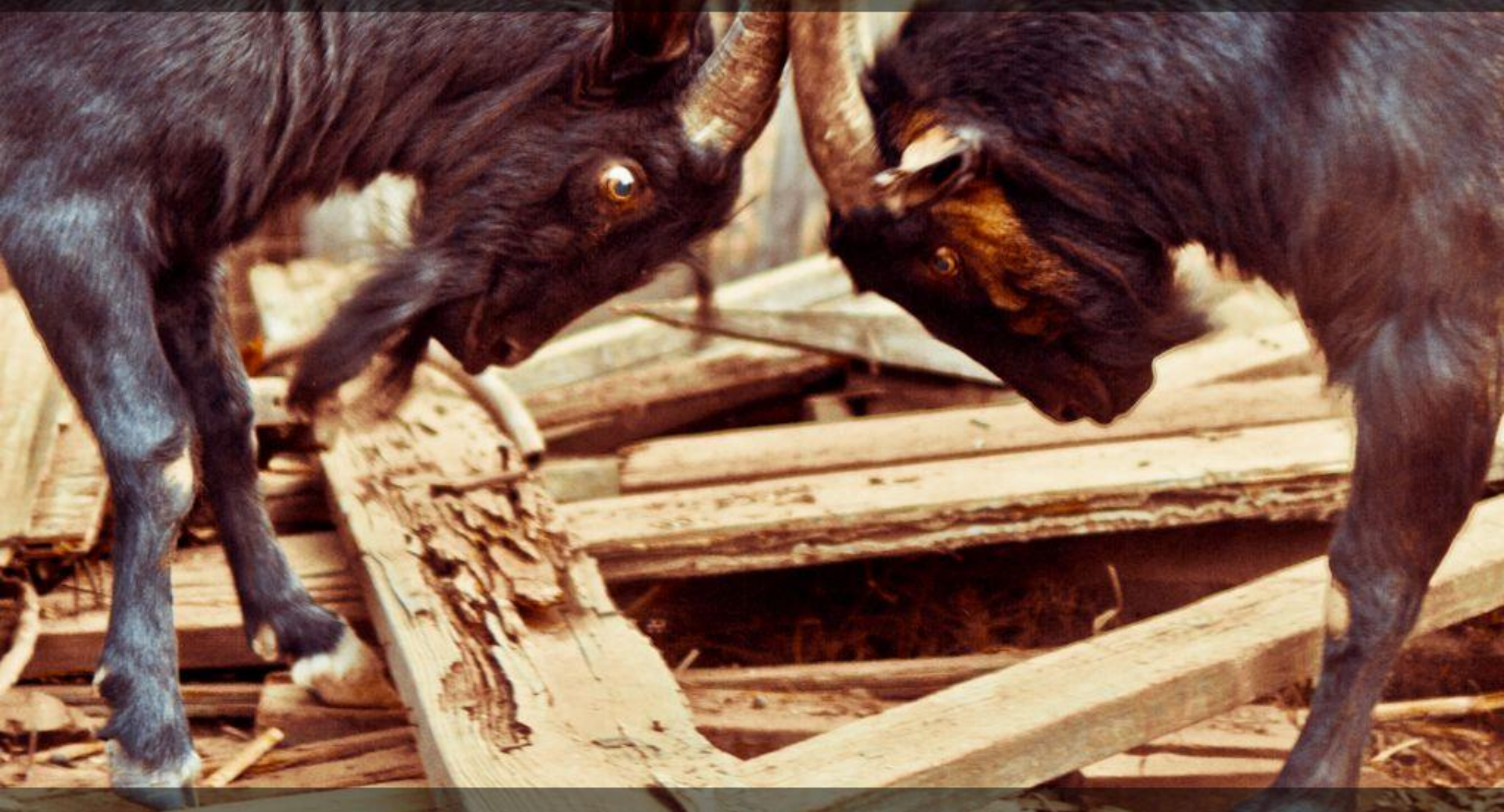
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You can rent their presence,
but you cannot buy their
passion!

CONFLICT RESOLUTION



Using general principles...

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DIFFERENCES

- Low vs. High ENERGY
- PROCESS Audible, Visual, Kinesthetic
- SOCIALLY Introverted vs. Extroverted
- COMPETITIVE - Individual vs. Team Player
- NEVER ASSUME!!!

Transference

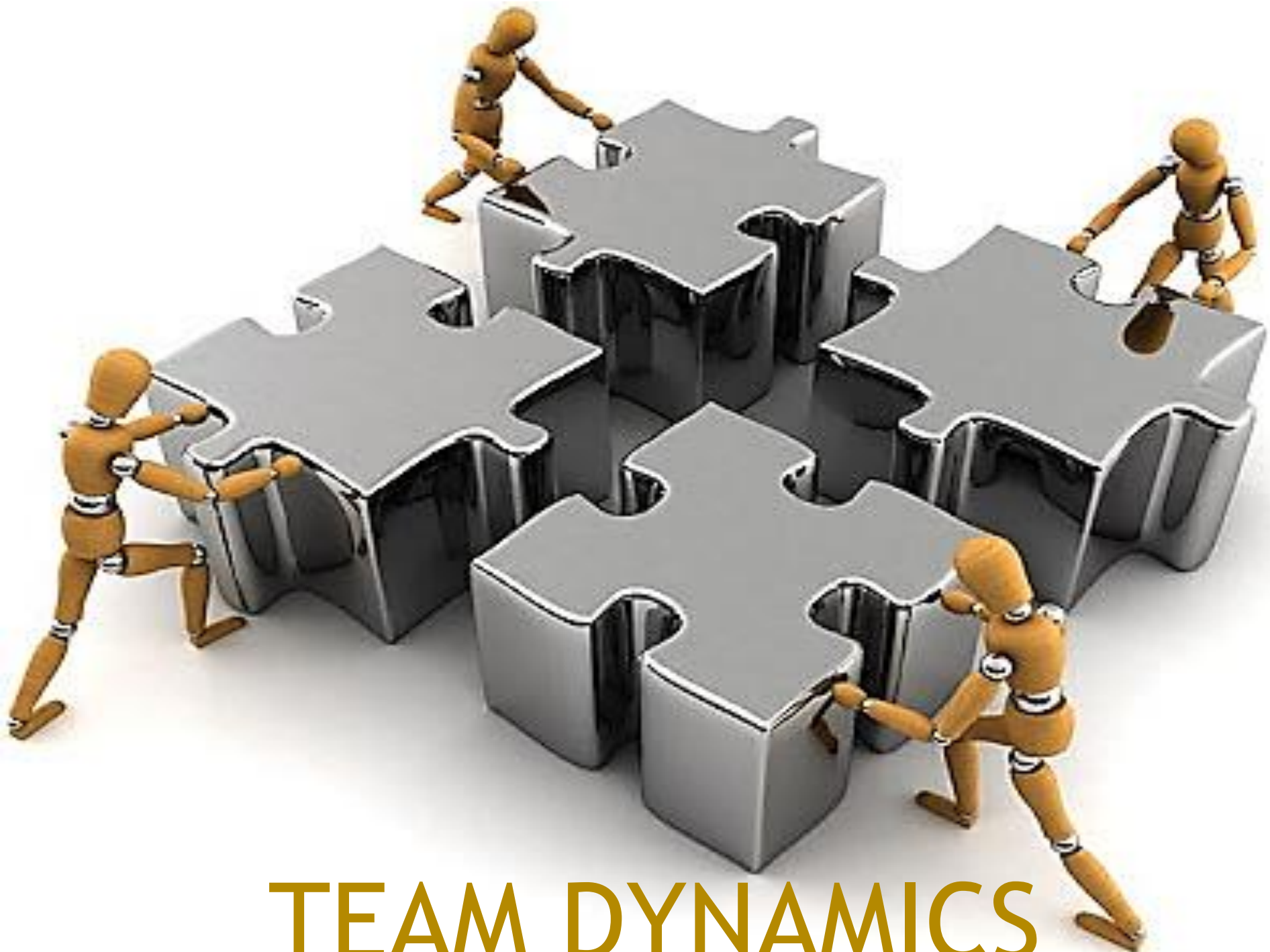
- Older boss and younger worker
- Peers who are of different generations
- Younger boss and older worker

OTHER FACTORS?

- Health issues
- Personal issues
- Family issues
- Lack of skills/training

Work Ethic

A belief in the moral benefit and importance of work and its inherent ability to strengthen character.



TEAM DYNAMICS

- 
- Team Dysfunction
 - Staff Engagement
 - Motivation
 - Recognition

A close-up photograph of a hand placing a light-colored puzzle piece into a larger assembly. The background is a surface covered with many other puzzle pieces, some of which are already assembled. In the bottom left corner, a single blue puzzle piece is visible. The text "TALENT MANAGEMENT" is overlaid in the center in a white, bold, sans-serif font.

TALENT MANAGEMENT

- 
- Hiring / Turnover / Retention
 - Training & Development
 - Compensation
 - Performance Evaluation

BILL GATES SAYS...

- "Little of today's technology is proprietary.
- Technology is easily obtained & replicated
- and only levels the playing field.
- An organization's valued human
- assets cannot be copied."

So what do we call the next generation???



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GENERATION ALPHA

A young boy with short brown hair, wearing a white t-shirt and blue and white striped shorts, is leaning over the edge of a swimming pool. He is looking down at the water, with his hands near the edge. The pool water is bright blue. The pool deck is made of light-colored stone tiles. In the background, another person is partially visible, wearing a pink shirt and a pink visor.

Born after 2003

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GEN ALPHAS

A young boy with blonde hair is sleeping peacefully in a car seat. He is wearing a dark grey t-shirt with a large yellow and blue Batman logo on the front. His eyes are closed, and his mouth is slightly open. He is holding a blue cloth or piece of clothing in his hands. The background is dark and out of focus, suggesting the interior of a car.

- Adopt technology faster
- Have increased health concerns
- Start earlier and stay longer in school
- Have better career opportunities
- Have better career opportunities - skills shortage

Available in
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10 Answer Keys
Communicating with the
5 Generations
in the Workplace



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Forward by:

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PAPERBACK

&

KINDLE

FORMATS



**Empowering the
Multi - Generational
Workforce**

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