Managing Generations

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2013 Ernst & Young Survey:

- 75% of managers say that managing multi-generational teams is challenging
- 77% say different work expectations from different generations is the biggest challenge

*Helping all generations to work together effectively is crucial to a successful workplace*
What’s Wrong with Them!

You are what you learned when…

A Generation is a specific group of people who were born in the same time period causing their actions/beliefs to be influenced by that era:

- Technology
- Events
- People

Who are They?

- **Traditionals** (Silent Generation)
  Born: 1925 – 1945

- **Baby Boomers** (Competitive Generation)
  Born: 1946 – 1963

- **X Generation** (Wired Generation)
  Born: 1965 – 1976

- **Y Generation** (Millenial Generation)

- **Z Generation** (Our Future)
  Born: 1991 - current
Traditionals

- The Great Depression
  - World War II
    - Cold War
  - McCarthy Hearings
    - Big Bands

Baby Boomers

- Civil Rights Movement
- Cuban Missile Crisis
  - Space Race
- JFK, RFK, MLK Assassinations
  - Moon Landing
- Woodstock – Rock & Roll
Generation X

- Watergate
- Vietnam War
- 3-Mile Island
- Challenger Disaster
- Fall of Berlin Wall
- Rise of the Personal Computer
  - Punk Rock, Rap

Generation Y

- Oklahoma City Bombing
- 9/11 Terrorist Attack
- Columbine Massacre
  - Internet
  - Iraq War
  - Hip Hop
Culture Differences

Tradionals
- Careful with money
- Respect authority
- Grew up without television (radio generation)
- Desire job security

Baby Boomers
- Highly educated and want “better” lifestyle than parents
- “Sandwich” lifestyle caring for children and parents
- Will create “brain drain” when they retire

Generation X
- Used to experiencing change – shortages, terrorist attacks, inflation, political controversy
- Known as “latch-key children
- Entertained by computer games

Generation Y
- Globally-minded – 1 in 10 don’t speak English at home
- Protective of their own children – “helicopter” parents
- Socially and environmentally conscious
- Sense of entitlement
Generation Z

- Very tech-savvy – prefer instant communication
- Team players
- Used to multi-tasking and juggling activities
- Appear confident, happy, secure

Managing the Differences

Traditionals and Baby Boomers

- Combine high-tech and traditional methods of communication
- Show you value their experience and knowledge
- Offer opportunities that utilize their experience (focus groups, task forces, mentoring)
- Allow work flexibility
**Generation X**

- Use a variety of technological methods to communicate – keep current
- Allow opportunities to expand knowledge and skills at work
- Don’t micro-manage
- Provide fun work atmosphere
- Give regular feedback

**Generations Y and Z**

- Use on-line methods for instant communication
- Offer choices for salary and benefits
- Create meaningful work
- Provide instant feedback and show how they contribute to the “whole”
- Allow to socialize and work in teams
- Demonstrate concern for personal safety
Celebrate the Similarities

Why Do They Join an Organization?
- Mission, vision, values
- Pay and benefit package
- Challenging and interesting work
- Opportunities for career development

Why Do They Stay at an Organization?
- Work is interesting
- Feel respected by managers and co-workers
- Organization is ethical
See the Individual!

- Adapt to them – don’t expect them to adapt to you!
- Allow mentoring between generations
- Offer flexible work options
- Model acceptance