



# Generational Diversity in the Workplace

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- About 5 Generations in the workplace
- 1<sup>st</sup> time ever had all 5 at same time
- Challenge in small business
  - Family businesses
  - Work with a family business
  - Organizations have people across all 5
  - Grow up in different time
- World grow up can shape way...
  - View, understand, believe about world
- Today Briefly touch on each –
  - Mindset, Characteristics, Communicating
  - Could spend 10-20 minutes on each...



# Introductions

- Cover 5 Generations main principles, and differences
- So can apply learnings and key distinctions and get results of leading all 5 better
- When can understand people can feel they are like us, like us, that difference lead
- Next steps to continue learning about this
- Support Material on how to sell to, train, and recruit to millennials and Gen Z
- To influence someone need to know what is first already influencing them





# Birthdates



# Birthdates & Generations

Pre-1945 "Veterans"	1945-1964 "Baby Boomers"	1965-1980 "Generation X"	1981-1996 "Millennials"	1997 - "Generation Z"

# THE GENERATIONS



Historical  
Occurrences



American  
Concept



No Exact  
Date



Generalizations



# THE GENERATIONS



Veterans  
74+



Baby Boomers  
Ages 55-73



Generation X  
Ages 39-54



Generation Y  
Ages 23-38



Generation Z  
Ages 22 and  
under

Approximate Ages



# Generational Mindsets, Characteristics, & Communication Styles



# Veterans/Traditionalists/Silent Generation

Born: Pre-1945

**Defining Moments:** World War II, The Great Depression, Rationing, Nuclear Families, rationing, traditional gender roles

**Aspiration:** Home Ownership

**Signature Product:** Automobile

**Communication Preference:** Face-to-Face

**Decision-Making Method:** Face-to-Face, respects hierarchy and authority

**Percentage of Workforce:** 3%



Veterans  
Ages 74+

# Baby Boomers

Born: 1946-1964

**Defining Moments:** Cold War, Vietnam War, Moon Landing, Woodstock, Rock-n-Roll, JFK, MLK

**Aspiration:** Job security

**Signature Product:** Television

**Communication Preference:** Face-to-Face, telephone, e-mail, text

**Decision-Making Method:** Face-to-Face (meeting), consensus building, respects hierarchy and authority

**Percentage of Workforce:** 33%



Baby Boomers  
Ages 53-73

# Generation X

Born: 1965-1980

**Defining Moments:** End of Cold War, Berlin Wall, First Gulf War/Crisis, MTV, Ronald Reagan, Bill Clinton, high divorce rates, “latch key” kids

**Aspiration:** Career success

**Signature Product:** Personal computer

**Communication Preference:** Anything efficient

**Decision-Making Method:** Independent

**Percentage of Workforce:** 28%



Generation X  
Aged 39-54

# Generation Y/ Millennials (“peace out”)

Born:1981-1996

**Defining Moments:** 9/11, Columbine, global warming, Y2K, financial crisis, technology (iPhone), “helicopter parents”

**Aspiration:** Freedom & Flexibility

**Signature Product:** Tablet & smart phone

**Communication Preference:** Text or social media

**Decision-Making Method:** Face-to-Face with strong input

**Percentage of Workforce:** 36%



Generation Y  
Ages 23-38



# Generation Z (“Meeh”)

Born:1997-Present

**Defining Moments:** The Great Recession, terrorism, same-sex marriage, social media, climate change, internet, Barack Obama, Caucasian minority

**Aspiration:** Security & stability

**Signature Product:** Wearable devices

**Communication Preference:** Virtual or Face-to-Face

**Decision-Making Method:** ???

**Percentage of Workforce:** ???



Generation Z  
Ages 22 and  
younger

# Birthdates & Generations

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Now let's compare.

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# LIKES

Travel

Time to enjoy life, family, and friends

Using technology to be more efficient

Being recognized for work well done

Receiving feedback about work

Being trusted

Making more money

Feeling engaged with work

Feeling empowered

Learning

Continuously developing in job/career

“Work to live.”

“Live to work.”

“Respect hierarchy and authority.”



What are your observations?

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# What can bring us together?





# Bridging the Gap Between Generations





# Bridging the Gap Between Generations

- Understand communication preferences and expectations
- Understand differences in values and motivators
- Personalize your communication
- Regularly communicate your genuine care and concern
- Be approachable and available
- Focus on similarities – once disagree, triggers, projections, fears?
- Teach and be taught
- Embrace Diversity