



Generational Diversity in the Workplace

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Generational Diversity in the Workplace

- About 5 Generations in the workplace
- 1st 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...



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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



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Birthdates

| | | | | |
|----------|-----------|-----------|-----------|--------|
| Pre-1945 | 1945-1964 | 1965-1980 | 1981-1996 | 1997 - |
|----------|-----------|-----------|-----------|--------|



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Birthdates & Generations

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



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THE GENERATIONS



Historical Occurrences

American Concept

No Exact Date

Generalizations

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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

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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+

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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

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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

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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

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Generation Z ("Meek") 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

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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.”

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What are your observations?

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What can bring us together?



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- 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
