

Generational Diversity in the Workplace

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Generational Diversity in the Workplace

- About 5 Generations in the workplace

- 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



Difuluates						
Pre-1945	1945-1964	1965-1980	1981-1996	1997 -		
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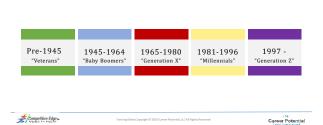
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Birthdates & Generations



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THE GENERATIONS



Historical Occurrences American Concept No Exact

Date

Generalizations

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Veterans 74+



Baby Boomers Ages 55-73





Ages 23-38



Generation Z

Approximate Ages

Generation X

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Generational Mindsets, Characteristics, & Communication Styles

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Veterans/Traditionalists/Silent Generation

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

Baby Boomers

Born: 1946-196

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

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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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Defining Moments: The Great Recession, terrorism, san marriage, social media, climate change, internet, Barack Obam Caucasian minority	ne-sex
Aspiration: Security & stability Signature Product: Wearable devices Communication Preference: Virtual or Face-to-Face Decision-Making Method: 7?? Percentage of Workforce: 2??	Generation Z

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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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Now let's compare.

LIKES Travel Time to enjoy life, family, and friends	"Work to live."	
Time to enjoy line, faminy, and Friends Using technology to be more efficient Being recognized for work well done Receiving feedback about work	"Live to work."	
Making more money Feeling engaged with work		
reeining engageu with work Feeling empowered Learning Continuously developing in job/career	"Respect hierarchy and authority."	
Continuousiy developing in joo/career		
17		
747		
What are your	observations?	
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What can bring	us together?	
	5 100	



Bridging the Gap Between Generations

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Bridging the Gap Between Generations

- Understand communication preferences and expectations
- Understand differences in values and motivators
- Personalize your communication
- \bullet 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

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