



The Perfect Storm

*When Generations
Collide in the Workplace!*

Presented by

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The Generations

- Traditionalists...(Age 71+)
- Baby Boomers...(Age 52-70)
- Generation X...(Age 35-51)
- Generation Y...(Age 16-34)
- Generation Z...(Age 1-15)

Value Stages

- Sponge
- Role modeling
- Me or my friends know better!
- Significant emotional events

Value Sources

- Family
- Friends
- School
- Geography
- Religion
- Media
- Musicians
- Military

Traditionalists/Veterans-1920

Events/Conditions

WW I ended

Lack of Mobility

Stock market crash

Values

Patriotism

Traditional family roles

Jobs/Money valued

Traditionalists/Veterans-1930

Events/Conditions

Great Depression

Values

Save for a rainy day...SACRIFICE!

Traditionalists/Veterans-1940

Events/Conditions

Values

WW II

Intensely

Patriotic/Competitive

Working Women

Family roles questioned

Atomic bomb

Live for today



Baby Boomers-1950's

Events/Conditions

TV

Civil Riots

Korean Conflict

Values

Kids are easily bored

Questioned everything

Patriotism questioned

Baby Boomers-1960's

Events/Conditions

Drugs, music, birth control

Kennedy & MLK killed

Vietnam War on TV

Values

Sexual freedom/Independence

Good life has peaked

Reality is not pretty

Gen X Arrives

Space program

Technology is the answer



Generation Xers-1970's

Events/Conditions

Recessions

Mobile Society

Watergate

Values

Skeptical

Divorce skyrockets

Suspicious of leaders

Generation Y/Millennials-1980's

Events/Conditions

Tragic events

Technology
skyrockets

Values

Let's live life now!

Dependent

Generation Y/Millennials-1990's

- The Microwave/A.D.D. generation
- Stereotype that they lack social skills
- Extending adolescence by 10 years
- Parents said: Find a job that makes you happy
- They do everything together
- They are special!
- Boomers obsessed over their kids
- Helicopter parents: Swoop away troubles

Generation Y/Millennials-1990's

Events/Conditions

Rejectionists in
power

Values

Equality for all!

Who is Gen Z?

What is The Perfect Storm?



Workplace Attitudes

- What age did you get your first job?
- If Gen Y can dream it, then can achieve it!
- Gen X, Y want to be defined by use of technology
- Entitlement vs. Paying dues
- Loyalty...different meaning to all generations

Workplace Hours and Flexibility

- What is the face time game?
- Gen X seeks balance of home/work
- Gen Y sees work/life balance as necessity
- Tension between Boomers and Gen X, Y

Workplace Hours and Flexibility

- Boomers love to shower new EE's with advice
- Gen Y refuses to be judged on hours worked
- Gen Y trying to work “life” into their lives now
- Younger generations want control over time
- Boomers: Don't dictate-instead negotiate
- Younger generations define success differently

The Impact of Delayed Retirement

- Traditionalists going back to work
- Baby Boomers just will not retire
- Gen X getting nervous
- Gen Y wants to be happy

Growth/Development/Achievement

- Boomers are their work!
- Gen X seeks security/boss who will trust them
- Gen Y is the brightest generation to date
- Leaders need to invest in employees future

Communication

- All generations want to be respected/heard
- Gen Y wants change, but...
- Explanation versus action
- Free time down 37% from Gen X to Gen Y
- Gen Y likes transparency and casual workplace
- Gen X dislike meetings
- Gen Y loves brainstorming
- Hierarchy versus network
- How do generations look at recognition?