



The Perfect Storm



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The Perfect Storm

Traditionalists/Veterans-1920

Events/Conditions	Values
WW I ended	Patriotism
Lack of Mobility	Traditional family roles
Stock market crash	Jobs/Money valued

Traditionalists/Veterans-1930

Events/Conditions	Values
Great Depression	Save for a rainy day

Traditionalists/Veterans-1940

Events/Conditions	Values
WW II	Intensely patriotic/competitive
Working woman	Family roles questioned
Atomic bomb	Live for today

Baby Boomers-1950's

Events/Conditions	Values
Korean Conflict	Patriotism questioned
TV	Kids easily bored
Civil riots	Questioned everything

Baby Boomers-1960's

Events/Conditions	Values
Vietnam War on TV	Reality is not pretty
Kennedy's-MLK killed	Good life has peaked
Vietnam	Questioning institutions
Drugs, music, birth control	Sexual freedom/independence
Space program	Instant solutions
Satellites	Technology is the answer

Generation Xers-1970's

Events/Conditions	Values
Watergate	Cynical
Nixon resigns	O.K. if not caught
Mobile society	Divorce more acceptable

Generation Y/Millennials-1980's

Events/Conditions	Values
Reagan elected	Keeping up with Jones'
PATKO Strike	"Me Decade"

Generation Y/Millennials-1990's

Events/Conditions	Values
Desert Storm	Patriotism rising
Rejectionists in power	Equality
Clinton impeached	Redefinition of sex

WORKPLACE CHARACTERISTICS

	Veterans (1922-1945)	Baby Boomers (1946-1964)	Generation X (1965-1980)	Generation Y (1981-1995)
Work Ethic and Values	Hard work Respect authority Sacrifice Duty before fun Adhere to rules	Workaholics Work efficiently Crusading causes Personal Fulfillment Desire quality Question authority	Eliminate the task Self-reliance Want structure and direction Skeptical	What's next Multitasking Tenacity Entrepreneurial Tolerant Goal oriented
Work is...	An obligation	An exciting adventure	A difficult challenge A contract	A means to an end Fulfillment
Leadership Style	Dictatorial Command-and-control	Consultative	Everyone is the same Challenge others Ask why	Empowered Teams
Interactive Style	Individual	Team player Loves to have meetings	Trust ME!	Participative
Communications	Formal Memo	In person	Direct Immediate	Email Text IM
Feedback and Rewards	No news is good news Satisfaction in a job well done	Don't appreciate it Money Title recognition	Sorry to interrupt, but how am I doing? Freedom is the best reward	Whenever I want it, at the push of a button Meaningful work
Messages that Motivate	Your experience is respected	You are valued You are needed	Do it your way Forget the rules	You will work with other bright, creative people
Work and Family Life	Keep separated	No balance Work to live	Balance	Balance
How to Coach...		<ol style="list-style-type: none"> 1. Provide new work experiences. 2. Keep lines of communication open. 3. Tout your organizations benefits. 4. Reward a job well done. 5. Offer flexible schedule. 6. Setup mentoring program. 	<ol style="list-style-type: none"> 1. Set expectations and relate how job fits with strategic plan. 2. Whenever possible, involve them in decisions they are doing it right. 3. Tell them when they are doing it right. 4. Steer them when off course. 5. Give lots of opportunities to learn. 6. Give honest information on how the company is doing. 	<ol style="list-style-type: none"> 1. Give them feedback. 2. Give them teams. 3. Be prepared to negotiate – be flexible. 4. Give them lots of small deadlines. 5. Flatter them. 6. Keep them informed.