



GENERATIONAL DIVERSITY



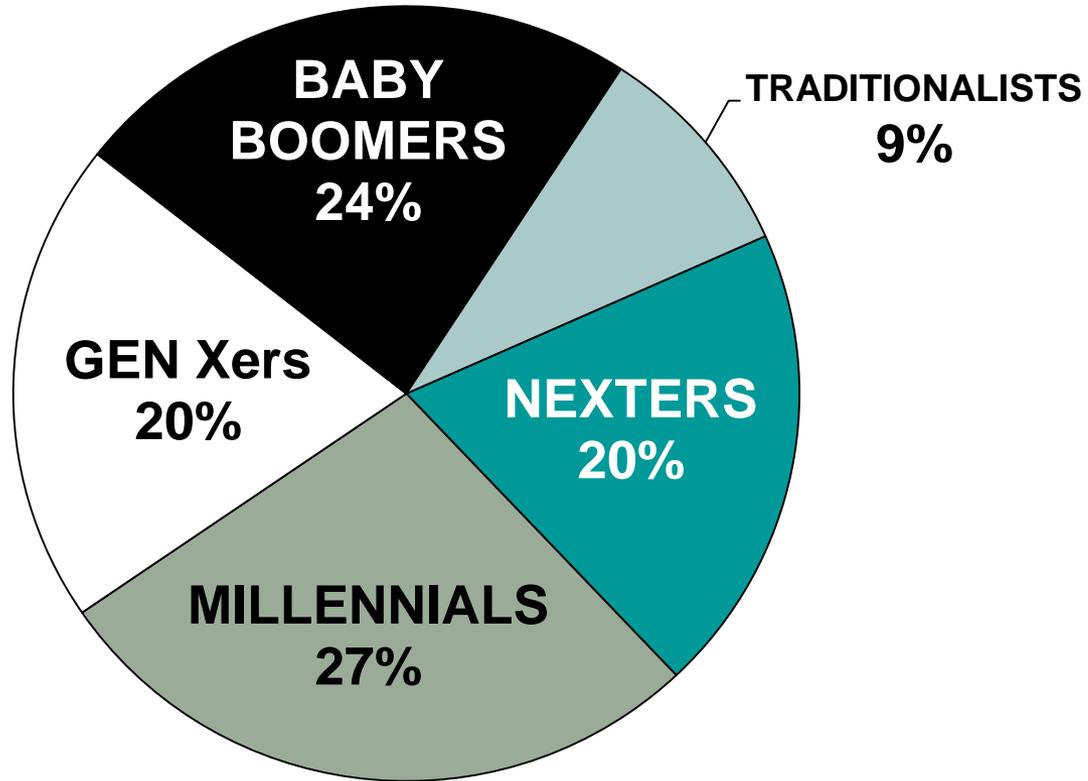
[Objectives]

- Identify characteristics and gain a better understanding of the four generations
- Improve communications and team work
- Accept personal responsibility in working together
- Provide tips and suggestions for overcoming generational differences

Generations

- Traditionalists/Silent Generation/Matures
 - 1925 – 1945 (89 – 69 years of age)
- Baby Boomers
 - 1946 – 1964 (68 – 50 years of age)
- Generation X/Baby Busters/13th Generation
 - 1965 – 1981 (49 – 33 years of age)
- Millennials/Generation Y
 - 1982 – 2000 (32 – 14 years of age)
- Nexters?
 - 2001 – present (13 – 0 years of age)

U.S. Population



316,200,000 in 2013

Generations

EACH GENERATION CONTRIBUTES



POSITIVE TRAITS

CHALLENGES

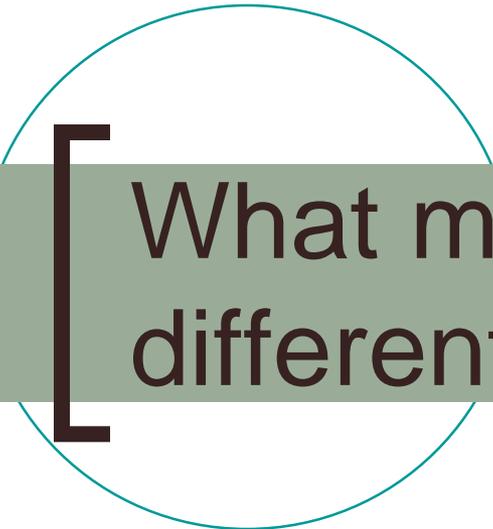


TRADITIONALISTS

BABY BOOMERS

GEN Xers

MILLENNIALS



What makes one generation
different from another?



Shared life experiences

Events and Experiences that Shaped Generations

■ Traditionalists

- Great Depression
- New Deal
- Attack on Pearl Harbor
- World War II
- Korean War
- Radio
- Telephone

■ Baby Boomers

- Civil rights
- Feminism
- Vietnam
- Cold war
- Space travel
- Assassinations
- Scientific advances
- Credit cards
- Television

Events and Experiences that Shaped Generations

■ Generation X

- Fall of the Berlin Wall
- Challenger disaster
- Desert Storm
- Personal computers
- Working mothers
- MTV
- Divorce
- Energy crisis

■ Millennials

- Child-focused world
- School shootings
- 9/11
- Boston Marathon
- Internet
- Social networking
- Continual feedback
- Enron/WorldCom
- Iraq/Afghanistan

Traditionalists



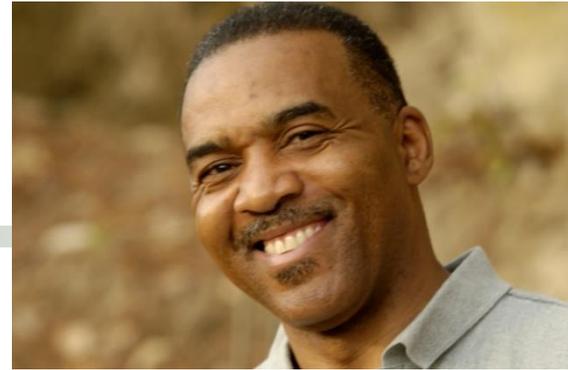
- Born 1925 to 1945
- 49 million people
- Grew up with many rules and pressure to conform
- Increased prosperity over their lifetime; however, they remember the Depression
- “Work First!”
- Children should be seen and not heard
- Expected lifetime career with one employer
- Prefer communication in writing
- Desire to leave a lasting legacy

Common Values



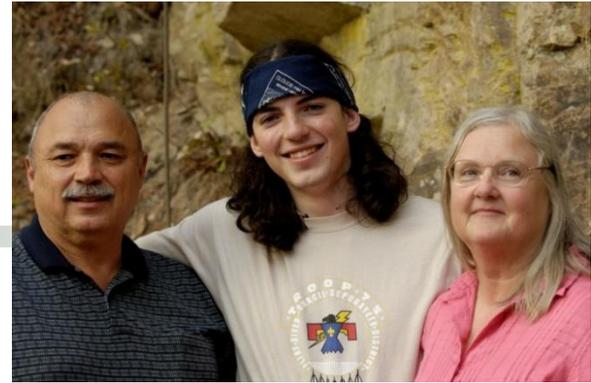
- Traditionalists
 - Hard work
 - Dedication and sacrifice
 - Respect for rules
 - Duty before pleasure
 - Honor
 - Conformity
 - Loyalty
 - Frugality

[Baby Boomers]



- Born 1946 to 1964
- 79 million
- Grew up with fewer rules and a more nurturing environment
- Lived in generally prosperous times, but experienced layoffs
- Women entered workforce in record numbers
- “Live to Work!”
- Spend “quality time” with children
- Excelling in their career is important
- Prefer telephone or face-to-face communication
- Desire challenge and opportunity

[Common Values]



- Baby Boomers
 - Optimism
 - Team orientation
 - Personal gratification
 - Involvement
 - Personal growth
 - Workaholics
 - Competitors

Generation X



- Born 1965 to 1981
- 49 million
- Grew up as latchkey or day care children
- Turbulent economic times – downturn in 80s, upswing in 90s
- “Work to Live!”
- Friends with their child, want to spend quantity time
- Expect their career to keep moving forward or they will leave
- Prefer electronic communications
- Change from job security to career security

[Common Values]



- Generation X
 - Diversity
 - Techno-literacy
 - Fun and informality
 - Self-reliance
 - Pragmatism – realists
 - Results oriented
 - Individualism
 - Challenge the system

Millennials



- Born 1982 to 2000
- 75 million
- Attended day care, very involved “helicopter” parents
- Prosperity has increased over their lifetime
- “Live, then Work!”
- Achievement oriented
- Prefer instant or text messaging
- Want to build parallel careers – experts in multitasking

[Common Values]

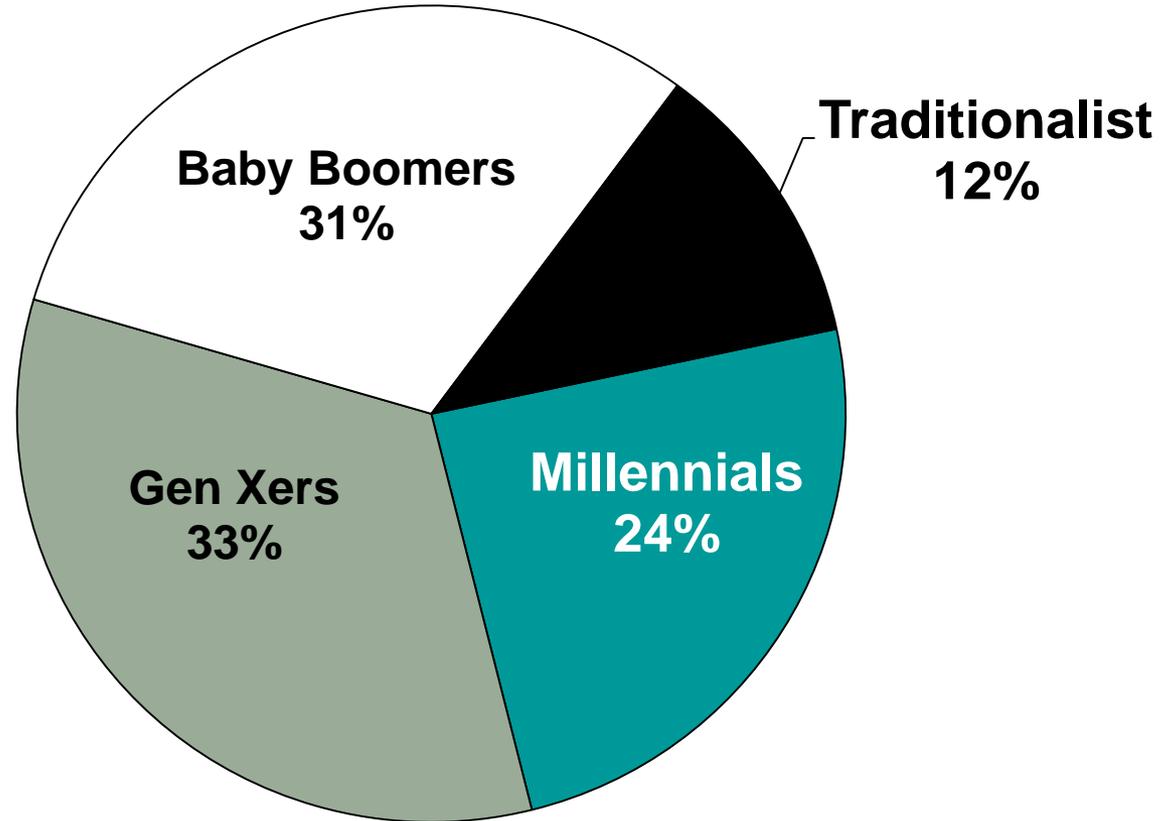


- Millennials
 - Optimistic
 - Civic duty
 - Confident
 - Achievement oriented
 - Respect for diversity
 - Informal
 - Tenacious
 - Social consciousness



GENERATIONS IN THE WORKPLACE

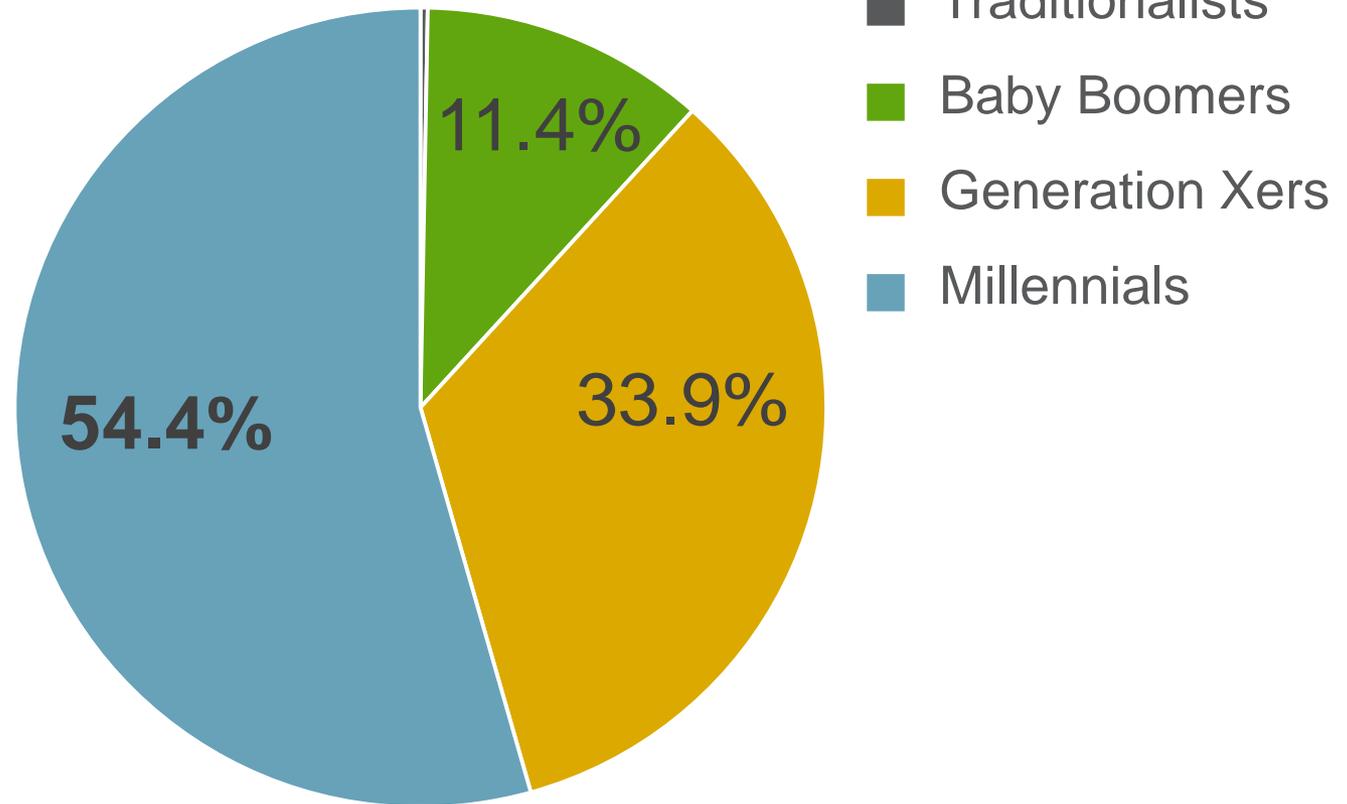
Generations in the Workplace



154,975,000 in 2012

HISD Hiring Trends...

Generational Cohorts 0.3%



Teachers hired between 3/15/15 – 12/31/15

Traditionalists in the Workplace



- Polite
- Respectful
- Reserved
- Obedient
- Conformers

Boomers in the Workplace



- Uncomfortable with conflict
- Consensus building leadership style
- Formal
- Follow protocol
- Social
- Politically sensitive
- Idealistic

Gen Xers in the Workplace



- Fast-paced
- Independent
- Confident
- Value personal time
- Challenge the status quo
- Loyal to staff leader

Millennials in the Workplace

- Task oriented
- Want options & choices
- Expect attention
- Expect feedback
- Multitask through multimedia
- Think “digital”
- Work toward weekend or closing time
- They are impatient
- Want to be led



[On-the-Job Strengths]

	Trads	Boomers	Xers	Millennial
Job Strength	Stable	Service Oriented/Team Players	Adaptable and Techno-Literate	Multitaskers and Techno-Savvy
Outlook	Practical	Optimistic	Skeptical	Hopeful
View of Authority	Respectful	Love/Hate	Unimpressed and Unintimidated	Polite
Leadership	By Hierarchy	By Consensus	By Competence	By Pulling Together
Relationships	Personal Sacrifice	Personal Gratification	Reluctant to Commit	Inclusive

[On-the-Job Strengths]

	Trads	Boomers	Xers	Millennial
Time on the job	Punched the clock	Visibility is key “Face Time”	As long as I get the job done, who cares	It’s quitting time – I have a real life to live
Diversity	Ethnically segregated	Integration began	Integrated	No majority race
Feedback	No news is good news	Once a year with documentation	Interrupts and asks how they are doing	Wants feedback at the push of a button
Work/Life Balance	Needs help shifting	Balances everyone else and themselves	Wants balance now	Need flexibility to balance activities

Generational Challenges We Face in the Workplace

- Poor communication
- Decreased productivity, quality, & innovation
- Misunderstood attitudes, relationships & working environments
- Less engaged volunteers & coworkers
- Lack of motivation, initiative, and team work

On-the-Job Challenges



***Traditionalists
and Boomers***
generally do not
question or
challenge authority.



***Xers and
Millennials*** have
been taught to
speak up.

On-the-Job Challenges



■ ***Xers and Millennials***

- Prefer electronic communication.
- Do not like meetings.
- Many have not developed listening skills.

■ ***Traditionalists and Boomers***

- Prefer face-to-face communication.
- Boomer bosses like to have at least one meeting each week with employees.

Bridging the Generation Gaps

“We have absolutely nothing in common!”

**What bugs you?
Drives you crazy?**



[Bridging the Generation Gaps]

- For all employees
 - Appreciate differences
 - Acknowledge your interdependency
 - Appreciate what you have in common

[Bridging the Generation Gaps]

- For all employees
 - Accept and appreciate another's perspective
 - Take responsibility for making your relationships better

[Bridging the Generation Gaps]

■ For all employees

- Discuss expectations
- Inquire about immediate tasks
- Look for ways to cut bureaucracy and red tape
- Keep up with technology

[Bridging the Generation Gaps]

■ For Managers

- Focus on goals
- Make everyone feel included
- Break the bonds of tradition
- Show employees the future
- Encourage balance

Bridging the Generation Gaps

■ Getting along with *Traditionalists*

- Honor the chain of command
- Value the legacy they have built
- Value their experience
- Appreciate their dedication
- Communicate one-on-one
- Learn the corporate history

[Bridging the Generation Gaps]



Getting along with *Boomers*

- Show respect
- Choose face-to-face conversations
- Give people your full attention
- Learn the corporate history

Bridging the Generation Gaps

■ Getting along with *Xers*

- Get to the point
- Use email
- Give them space
- Get over the notion of dues paying
- Lighten up



Bridging the Generation Gaps

■ Getting along with *Millennials*

- Challenge them
- Ask them their opinion/collaborate
- Encourage finding a mentor
- Provide timely feedback
- Lighten up



[Bridging the Generation Gaps]

- Remember that all generations want:
 - To be treated fairly
 - Work that provides personal satisfaction
 - Employers who understand personal lives are important
 - Work that is valued by employers and customers
 - A clear sense of purpose from employers

[Bridging the Generation Gaps]

Remember the Golden Rule?

“Treat others as you would like to be treated.”

Change it to the Platinum Rule

“Treat others as they would like to be treated”

Action Plan

- What changes will you make based upon what you have learned today?
 - Relationships
 - Work environment
 - Rules