

Appreciating Generational Diversity

Laura Schildkraut



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Agenda

Introductions

Multiple Generations in the “Workplace”

Influences and Profile

Interactions Across Generations

Making it Work

Personal Commitments



Objective

Improve working relationships by:

- Understanding influences & profile of each generation
- Recognizing that not every one of a certain generation will fit the profile
- Appreciating a multi-generational workplace as a gift
- Developing approaches to:
 - leverage multi-generational opportunities
 - work through generational conflicts



Caveat / Grain of Salt



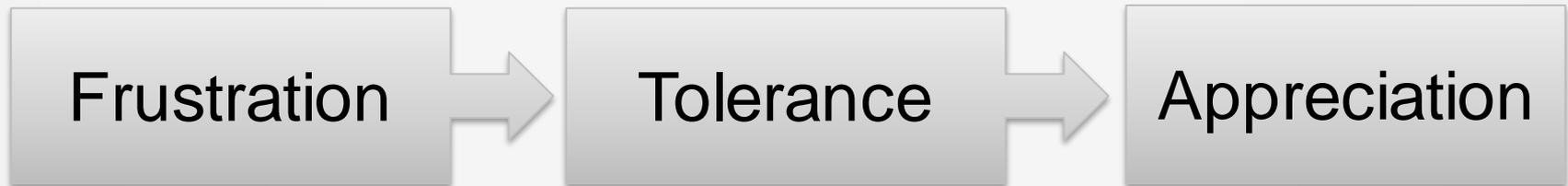
A Look at the Generations

- Traditionalist (born before 1946 / ~ age 70 or older)
- Baby Boomer (born 1946 – 1964 / ~age 51 – 69)
- Gen X (born 1965 – 1980 / ~age 35 – 50)
- Gen Y (born 1981 – 1999 / ~age 16 – 34)

What's a “cusper?”



Influence Impacts Profile



Traditionalist (70 or older)

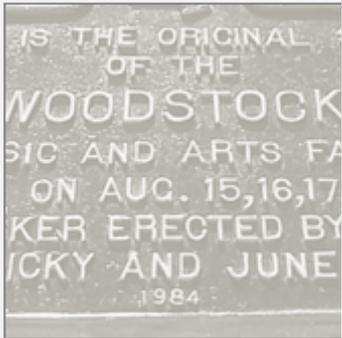
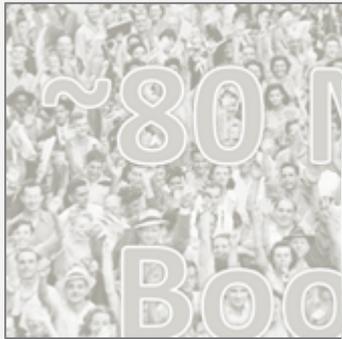


Traditionalist (70 or older)

Trait	Generational Approach
Keywords	Loyal, Disciplined
Career Goal	Build a legacy
Management Style	Chain of command
Rewards	Satisfaction of a job well done
Work/ Life Balance	Support me in shifting the balance
Job Changing	... carries a stigma
Feedback	No news is good news
Technology	Uncomfortable with technology



Baby Boomer (51 - 69)

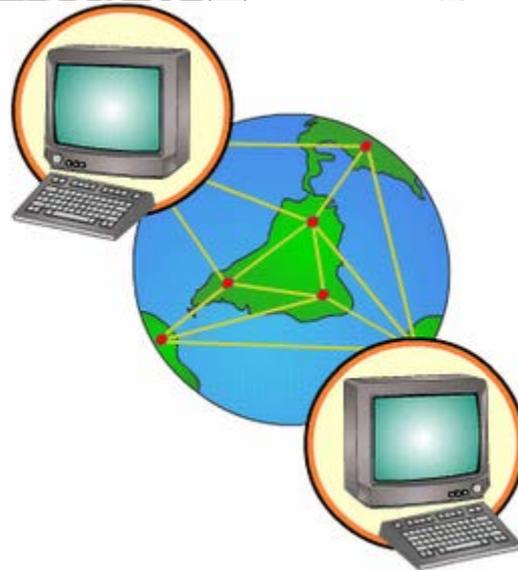
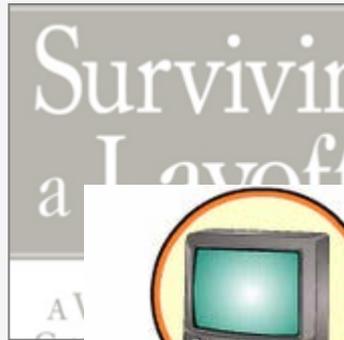
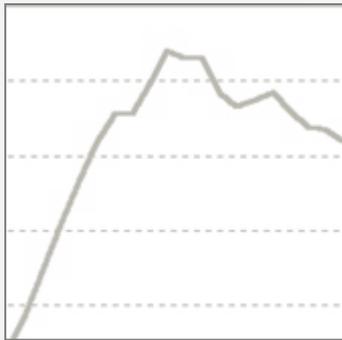


Baby Boomer (51 - 69)

Trait	Generational Approach
Keywords	Optimistic, Competitive
Career Goal	Build a stellar career
Management Style	Change of command
Rewards	Money, title, recognition, corner office
Work/ Life Balance	Support me in balancing everyone else
Job Changing	. . . puts you behind
Feedback	Feedback once a year
Technology	Sees value in technology



Generation X (35 - 50)

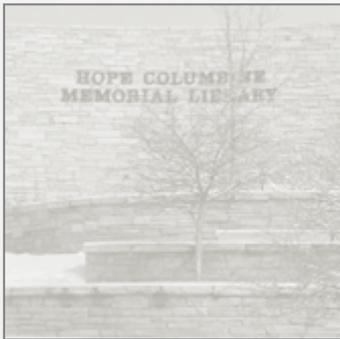


Generation X (35 - 50)

Trait	Generational Approach
Keywords	Skeptical, Independent
Career Goal	Build a portable career
Management Style	Self-command
Rewards	Freedom is the ultimate reward
Work / Life Balance	Give me balance now, not when I'm 65
Job Changing	. . . is necessary
Feedback	Sorry to interrupt, but how am I doing?
Technology	Embrace technology



Generation Y (16 - 34)



WIKI WORLD
by Craig Williams

HELICOPTER PARENT

is a term for a person who pays extremely close attention to his or her child or children, particularly at educational institutions. They are so named because, like a helicopter, they hover closely, rarely out of reach — whether their children need them or not.

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DON'T FORGET TO STUDY FOR YOUR PSYCH TEST...

RESIDENCE HALLS

Although the term seems to have been in use as far back as 1991, it only gained wide currency when American college administrators began using it in the early 2000s as late-wave baby-boomer parents earned notoriety for practices such as calling their children each morning to wake them up for class and complaining to their professors about grades the children had received.

The rise of the cell phone is often blamed for the explosion of helicopter parenting; it has been called "the world's longest umbilical cord."

Text excerpted from the Wikipedia article *Helicopter parent*. 27 August 2007



Generation Y (16 - 34)

Trait	Generational Approach
Keywords	Confident, Realistic (sort of)
Career Goal	Build a parallel career
Management Style	Don't command – collaborate
Rewards	Work that has meaning for them
Work / Life Balance	Work isn't everything; need flexibility to balance all their activities
Job Changing	. . . is part of the daily routine
Feedback	Feedback whenever they want it
Technology	Technology is in their blood



Old Proverb

“People resemble their times more than they resemble their parents.”

Do you fit your generational profile?



Conflict & Opportunity

DIFFERENT PERSPECTIVES

USE OF TECHNOLOGY

FRESH IDEAS

PROFESSIONALISM

FLEXIBILITY

ADAPTATION

WORK ASSIGNMENT

RESPECT

RECIPROCAL MENTORSHIPS

HISTORY & SUCCESSION

10 Generational Diversity Tips

1. Understand how influences impact someone's profile
2. Consider someone's intentions
3. Respect the differences
4. Embrace the differences
5. Redefine fair
6. Rethink "the way it should be"
7. Question unspoken assumptions
8. Be a good example
9. Remember the common bonds
10. Watch your language



Personal Commitments



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