



# THE FIVE GENERATION WORKPLACE

---

***R U R D Y ?***



# R U R D Y ?



# Objectives

- Define the five generations
- Discuss how these generations impact our workforce
- Leverage the generations in the workplace

# Five Generations

Prior to 1945

Traditionalists



1946 - 1964

Baby Boomers



1965 - 1980

Gen "X"



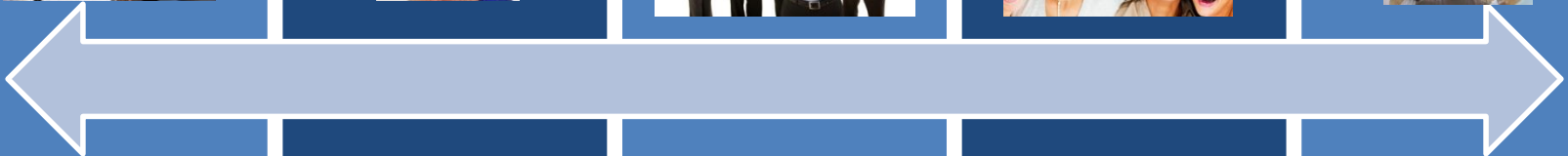
1981 - 2001

Gen "Y"  
Millennials



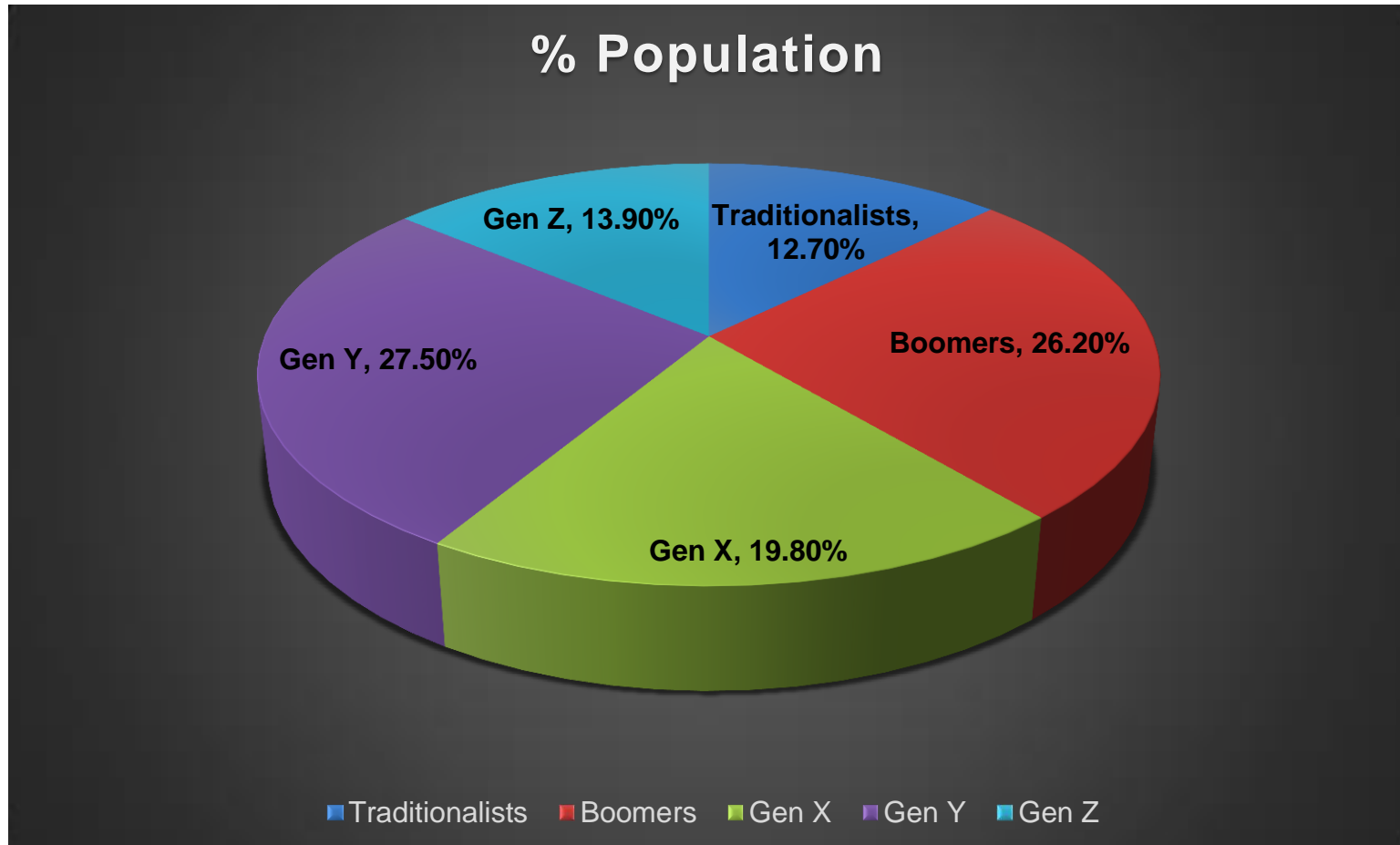
Post 2001

Gen "Z"



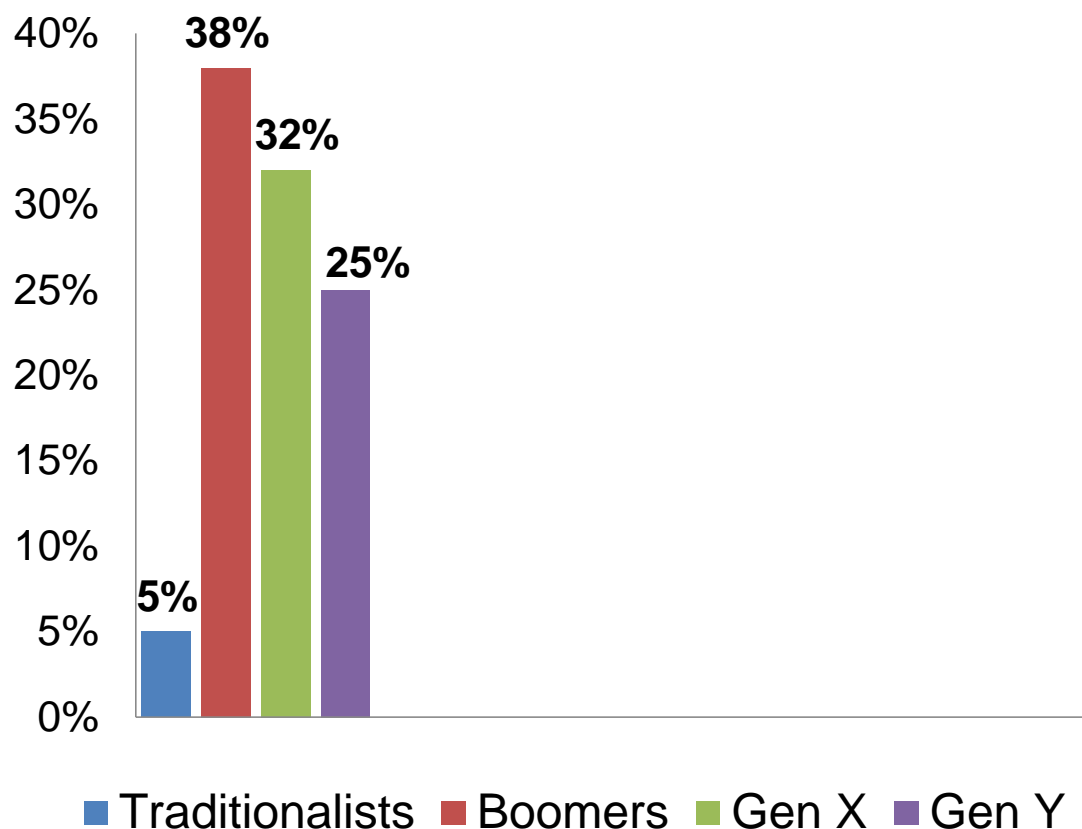
# Current Population by Generation

(U.S. Census Bureau)\*



\*Shaw, Hayden, Sticking Points: How To Get 4 Generations Working Together In the 12 Places They Come Apart Tyndale House Publishers, Inc., 2013.

# United States Total Labor Force Participation by Generation, 2010\*



Source: Bureau of Labor Statistics, "Household Data, Not Seasonally Adjusted: Table A-13: Employment Status of the Civilian Noninstitutional Populations by Age, Sex and Race" (2012).

\*Note: Total number does not add up to 100%; while there might be members of other generations in this workforce, this Quick Take is focusing on these four dominant generations in the workforce.

# Traditionalists

## VALUES

- Loyalty
- Respect for authority
- Clear sense of right and wrong
- Financial security

## WORK CHARACTERISTICS

- Disciplined and detail-oriented
- Avoid conflict
- Hierarchical structure
- Tenure

# Baby Boomers

## VALUES

- Sense of fairness
- Involvement
- Prosperity
- Health and wellness

## WORK CHARACTERISTICS

- Goal-oriented
- Process-centered
- Collaborative
- Measure success by hours worked and team commitment





# Generation X Digital Natives

## VALUES

- Self-reliance
- Feedback and recognition
- Informal/business casual
- Work/life balance

## WORK CHARACTERISTICS

- Work independently
- Seek people with whom they can invest loyalty
- Work smarter not harder
- Rules must make sense

# Generation Y Millennials

## VALUES

- Self-expressive, personal fulfillment
- Optimism
- Informality
- Impatient; want it now

## WORK CHARACTERISTICS

- Want open, constant communication
- Positive reinforcement
- Crave challenge and productivity over procedures and process
- Want relaxed work setting

# Generation Z

## VALUES

- Cautious; security-minded
- Desire to improve the world
- Resilient and pragmatic
- Debt avoidance

## WORK CHARACTERISTICS

- Inquisitive; globally aware
- Demonstrate preparedness
- Process more information at lightning speed
- More educated than any generation in U.S. history

# BTW...

- Every minute, **13 hours** of video is uploaded to YouTube.
- More video has been uploaded to YouTube in the last **2 months** than all the footage aired by ABC, CBS and NBC since 1948.
- It would take **412 years** to view every video on YouTube.
- There are **13 million articles** available on Wikipedia in more than 200 languages.
- The average teenager sends **2,272 text messages** monthly.
- More than **1 billion pieces of content** (web links, news, blog posts) are shared each week on Facebook.

# Generational Challenges\*

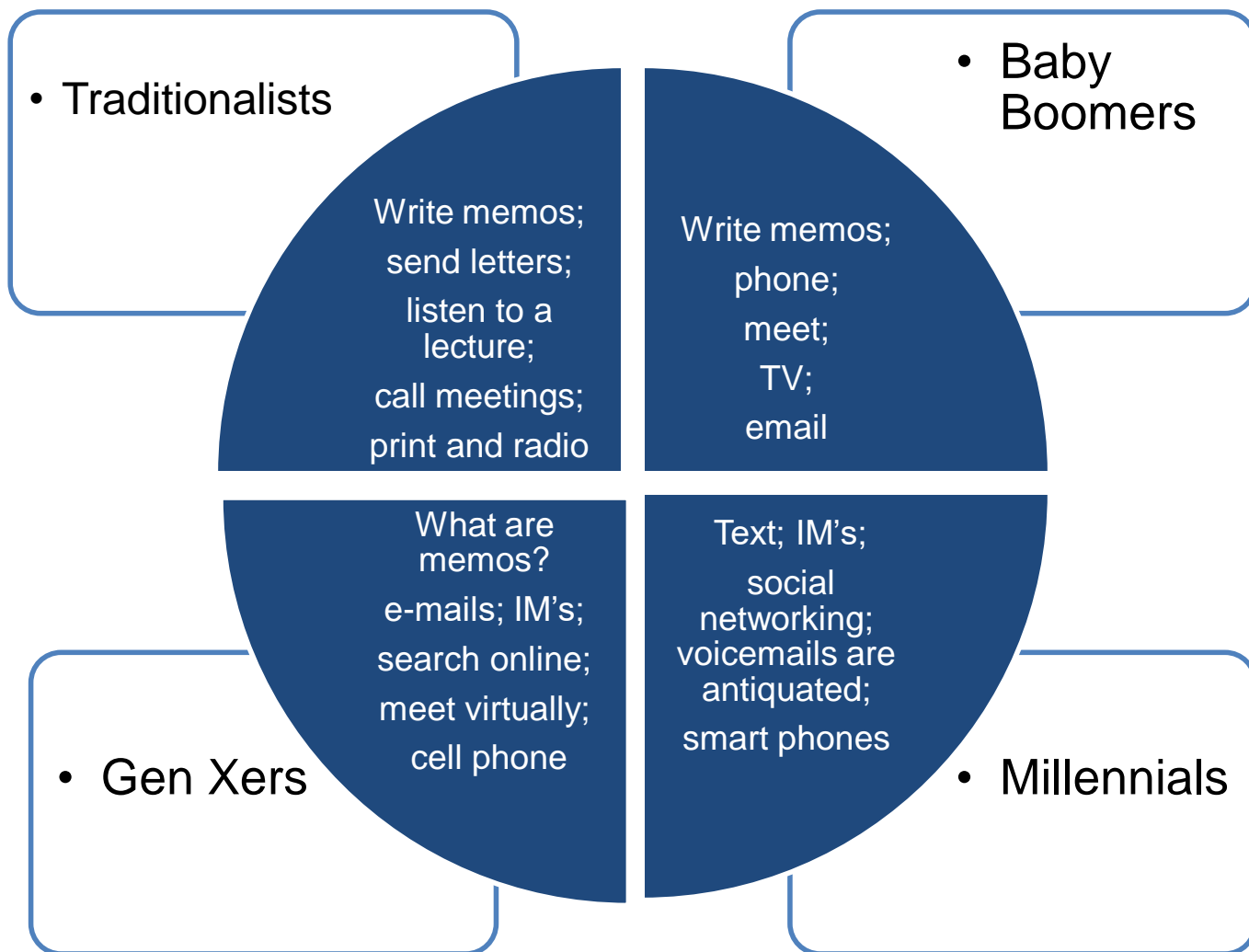
- Communication
- Decision Making
- Feedback
- Loyalty
- Policies
- Respect
- Work Ethic



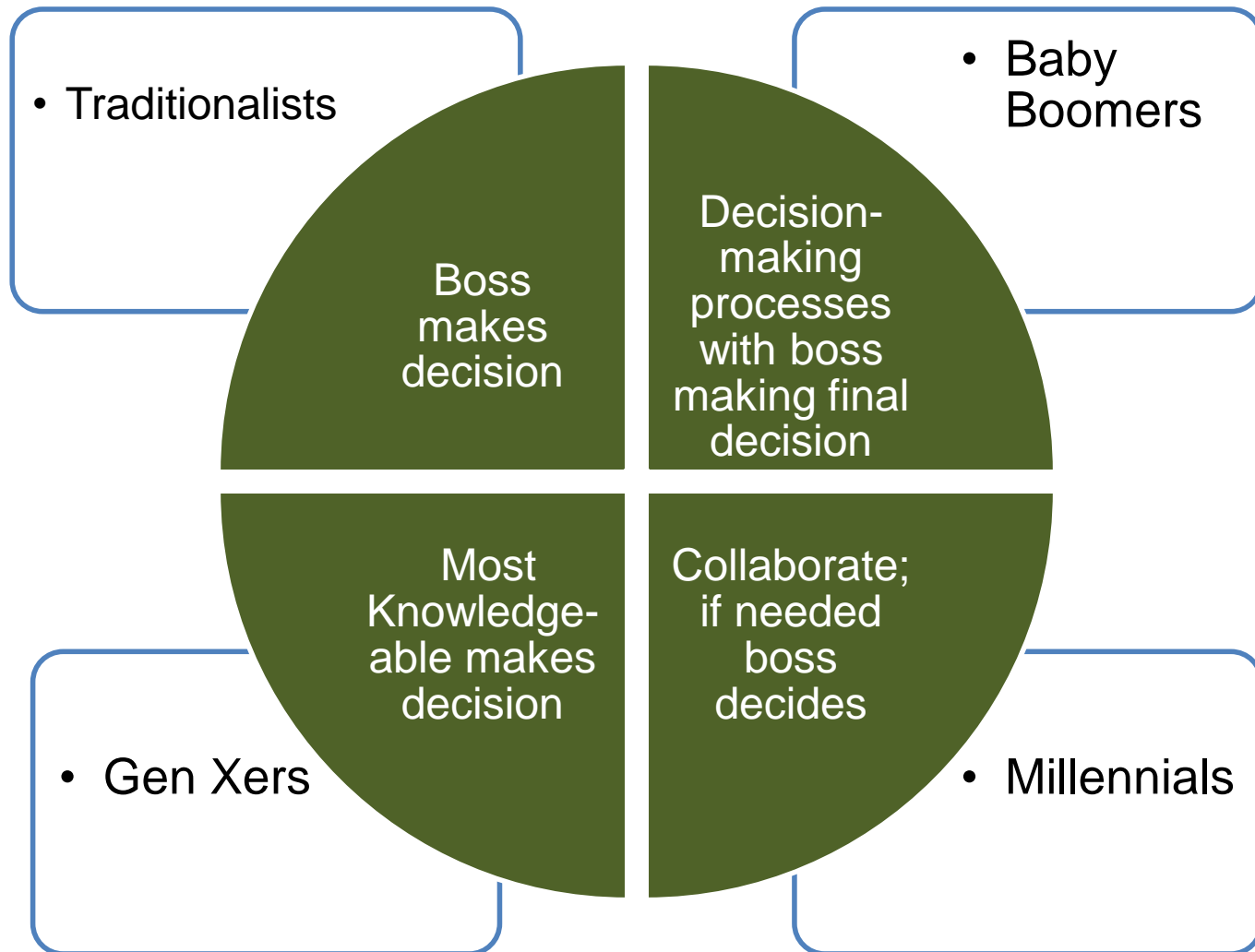
*"I'll have someone from my generation get in touch  
with someone from your generation."*

\*Shaw, Haydn, STICKING POINTS, HOW TO GET 4 GENERATIONS WORKING TOGETHER  
IN THE 12 PLACES THEY COME APART, Tyndale House Publishers, Inc. 2013.

# Generational Challenge – Communication\*



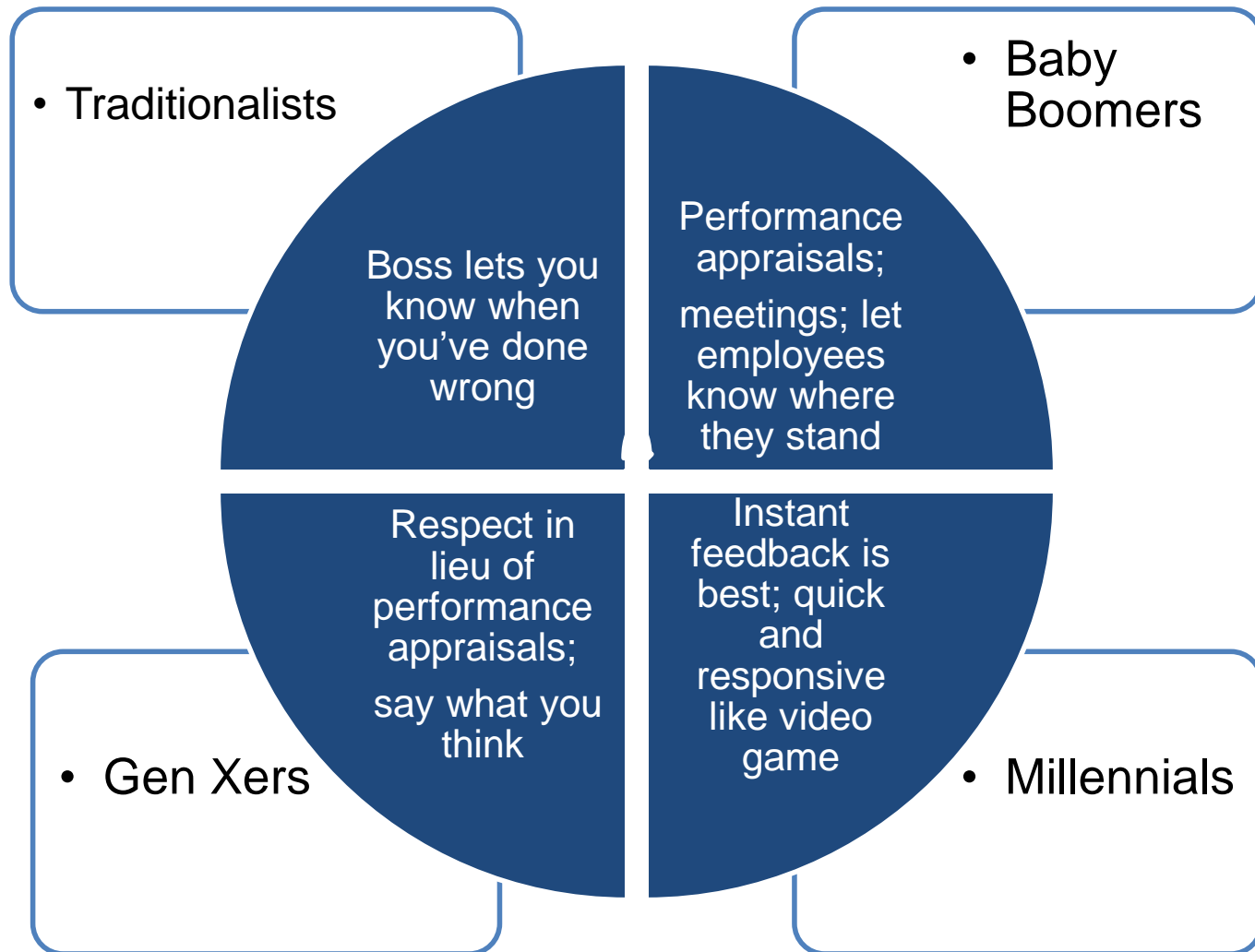
# Generational Challenge – Decision Making\*



\*Haydn Shaw, STICKING POINTS, HOW TO GET 4 GENERATIONS WORKING TOGETHER, Tyndale Publishers, 2013.



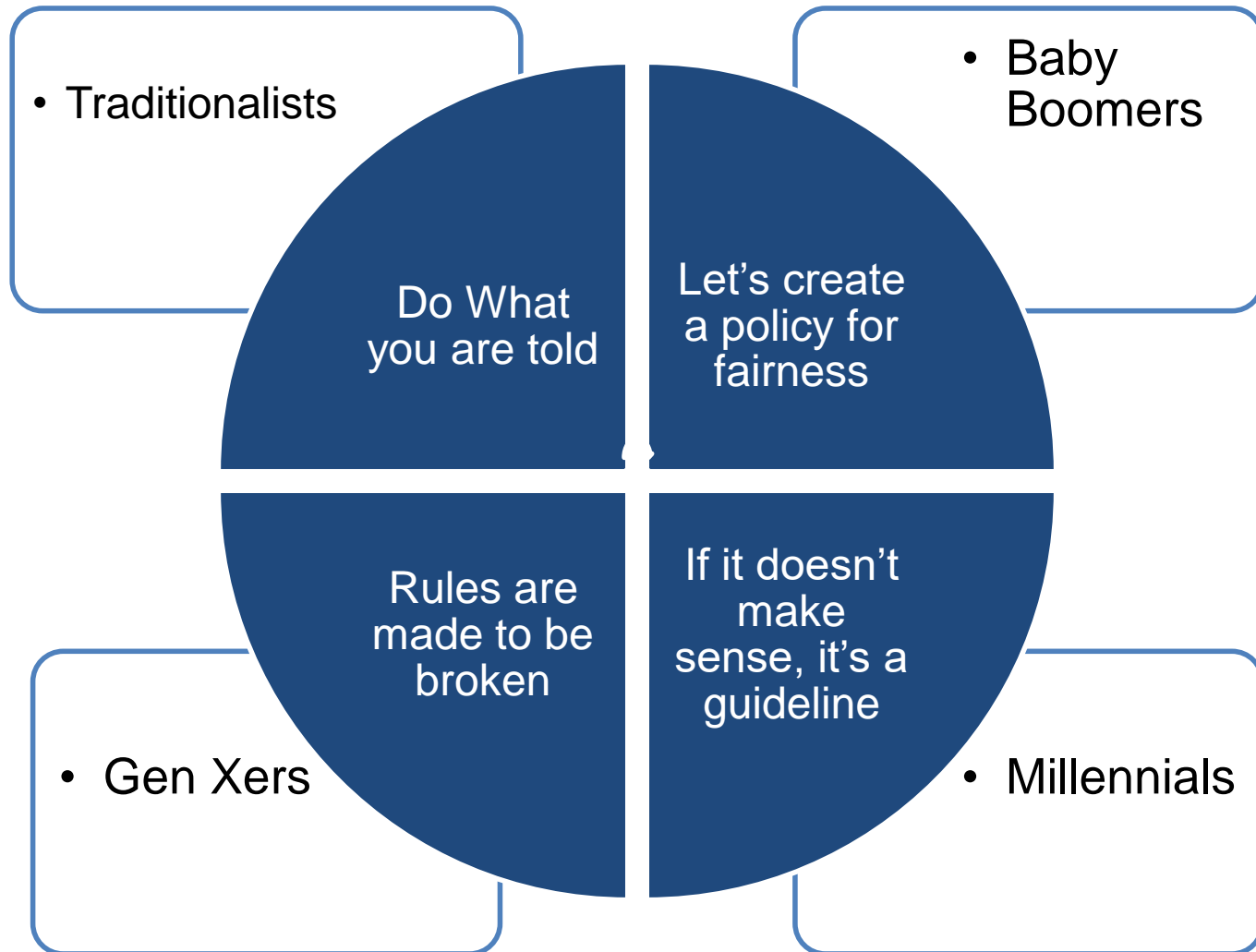
# Generational Challenge – Feedback\*



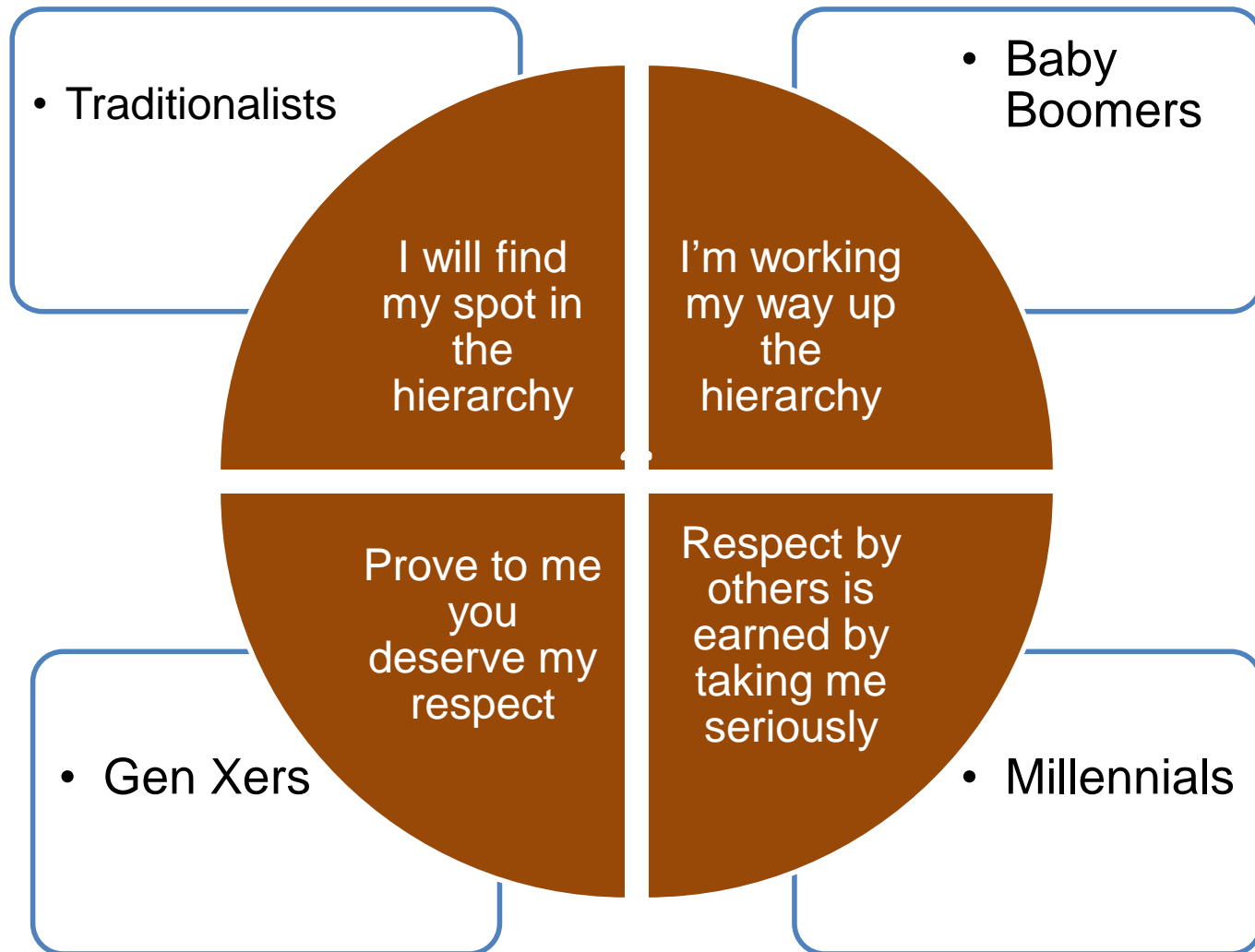
# Generational Challenge – Loyalty\*



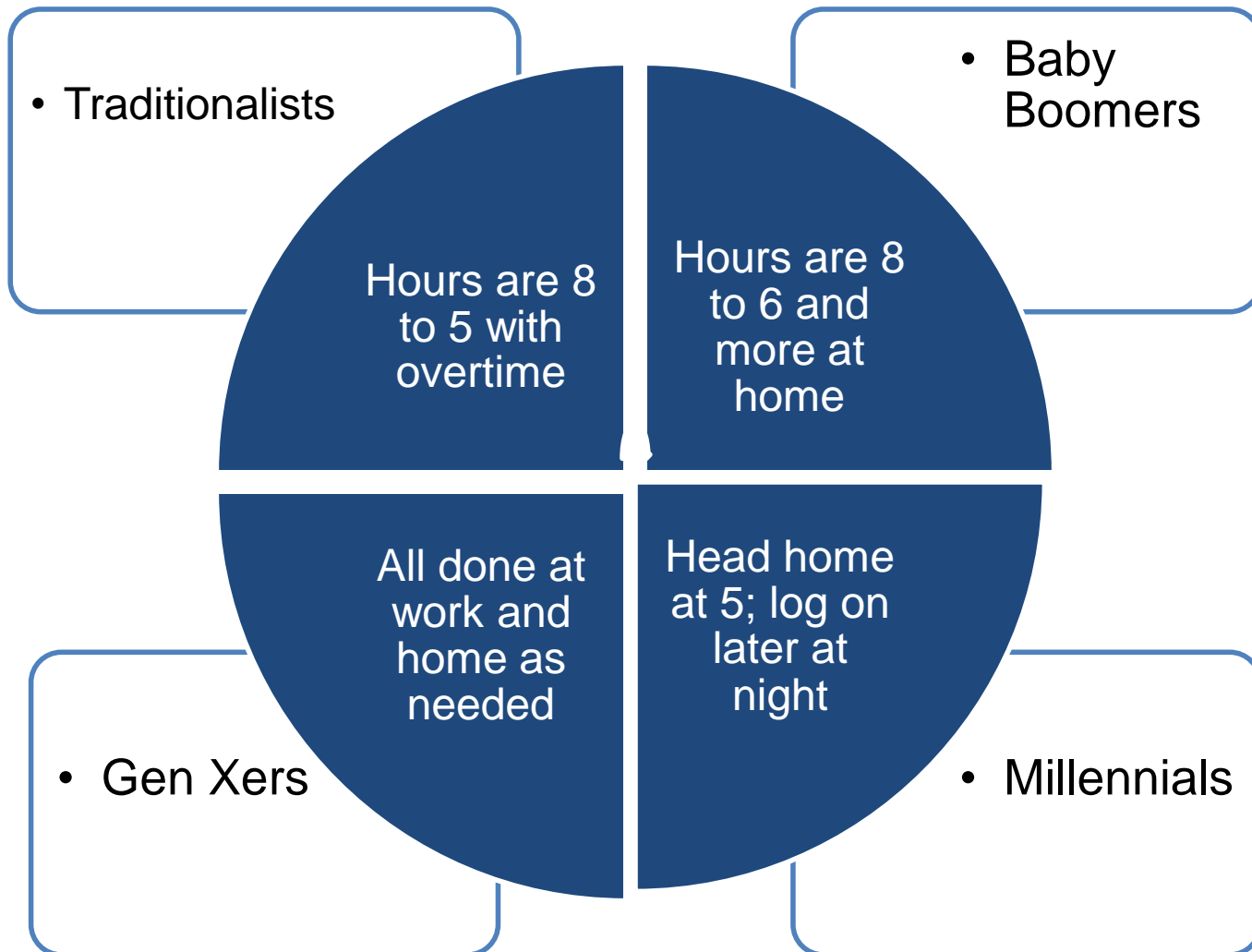
# Generational Challenge – Policies\*



# Generational Challenge – Respect\*



# Generational Challenge – Work Ethic\*



# What does all this mean for our Workforce?

- **For the employee and business in the future?**
  - **Technology will drive employee *and* business success.**
  - **Social media will play a larger role in recruiting efforts.**
  - **Employees will ask, “How have you helped me learn lately”?**



# What does this mean for our businesses?

- **Successful leaders focus on the following:**
  - Awareness of different generations in the workplace
  - Collaborative mind-set with decisions made
  - Digital confidence
  - People development
  - Respect diversity of thought and practice
  - Anticipate and build for the future



# What does this mean for our Workforce?

- **Employees want their managers to:**
  - Communicate in diverse and meaningful ways
  - Help employees identify career paths
  - Give employees honest feedback
  - Mentor and coach
  - Sponsor new learning and development opportunities
  - Have confidence in new technology
  - Define non-traditional work ethic



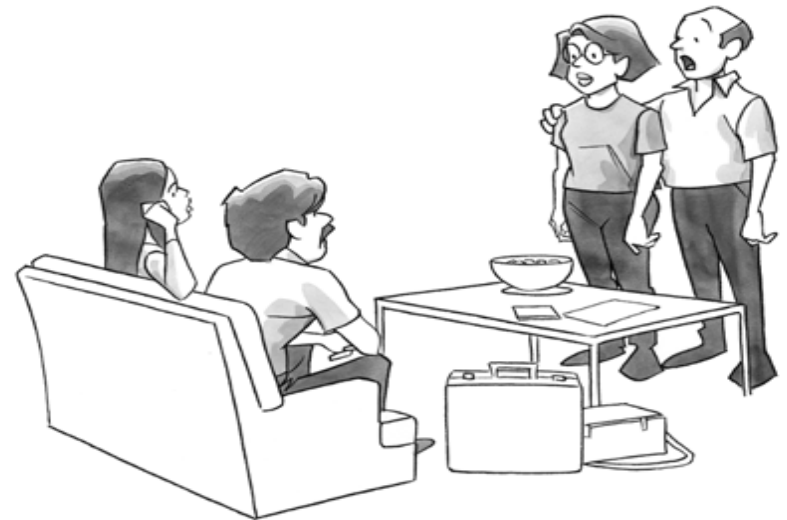


# Key Survey Findings\*

- Traditionalists and Boomers are as likely to be web contributors as Millennials
- Boomers and Gen Xers look for a work life/home life balance, while Millennials see work as “part of life”
- Millennials and Gen Xers place a high importance on working for companies that develop both their career and life skills

# Key Survey Findings\*

- Millennials are likely to select employers based on the ability to access the latest tools and technologies at work
- Both Traditionalists and Boomers place high importance on managers who understand age diversity in the workplace



“The Generations @ Work” survey, Future Workplace.

**“YOU CAN’T MOVE BACK IN AND LIVE WITH US. YOUR MOTHER AND I ARE MOVING IN WITH YOUR GRANDPARENTS.”**

©2004, REPRINTED COURTESY OF BUNNY HOEST AND PARADE MAGAZINE

# Other Things Companies are Doing to Manage Generational Differences at Work?

## TRAINING

- New and diverse approaches to learning

## PERFORMANCE

- Rethinking performance appraisal processes

## COMPENSATION AND BENEFITS

- Redesigning reward structures and benefit packages

## TALENT

- Redesigning talent-acquisition programs

## WORKFORCE PLANNING

- Focusing on succession/workforce planning and leadership

***Thank U***

---

***B4N***

***BW!***

