BRIDGING THE GAP: GENERATIONAL AWARENESS

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Age

Race

Cognitive Style

Gender

Sexuality

Experience

Ethnicity

Personality

Family Status

Work Style

Education

Spirituality

First Language

Income

Communication Style

Geography

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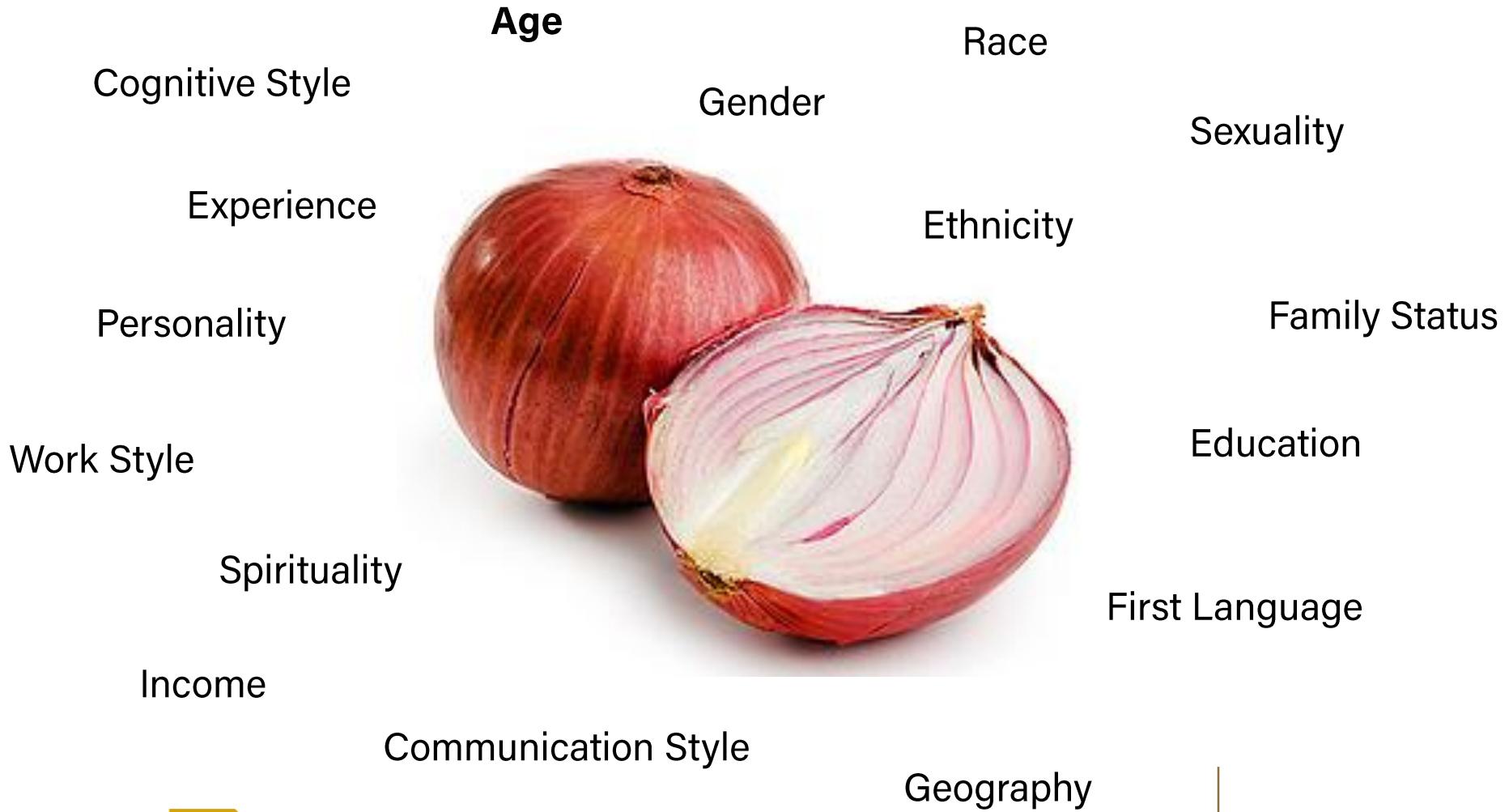
The Generations: generally defined timeframes

- Silent Generation: born 1928-1945

- Baby Boomers: born 1946-1964

- Generation X: born 1965-1979

- Millennials/Gen Y: born 1980-1994

- Generation Z/iGen: born 1995-2010

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Chat: Which generation represents you?

Significant Events: What has helped shape each generation?

Silent Generation

- The Great Depression and the Dust Bowl
- Food shortages
- Bombing of Pearl Harbor
- World War II
- Rise of Nazism
- Vaccines
- The Red Scare and McC

Baby Boomers

- The Civil Rights Movement
- Assassinations: JFK, Bobby Kennedy, Martin Luther King, Jr.
- men's Lib Activities

Generation Z (iGen)

- Great Recession
- WikiLeaks
- Asian Tsunami
- Obama then Trump as President
- ISIS
- Legalization of gay marriage, marijuana
- COVID-19

Generatio...

- Global Energy Crisis
- Tandy/Apple market PC's
- Massive layoffs
- AIDS identified
- Chernobyl/Challenger/Exxon Valdez
- Berlin Wall falls, Tiananmen Square
- MTV

...als/Gen Y

- ...outh Africa
- Oklahoma City bombings
- Columbine school attacks
- 9/11: World Trade Center attacks
- Iraq War begins
- Hurricane Katrina
- Rise of Google, Amazon, Facebook

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Chat: What significant event do you remember?

Compelling Messages: What has helped shape each generation?

Silent Generation

- Keep your head down and keep going
- Loyalty and hard work will give you the gold watch
- Being able to work is a ...
- Play by the rules
- Children should be se...

Baby Boomers

- Change the world
- Be anything you want to be ("Me"
- ...tions

Generation Z (iGen)

- You are doing a good job, keep it up!
- We are here to support you (mentors)
- You can make a difference in the world
- You are unique

Generat...

- Don't count on it
- No "national/public" heroes
- Get real – take care of yourself
- Always ask "why?"

...ials/Gen Y

- Everyone gets a trophy
- Connect 24/7
- Serve your community
- Achieve now!

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Technology: What has helped shape each generation?

Silent Generation

Generation Z/iGen

Baby Boomers

Generation X

Millennials/Gen Y

Chat: What innovation do you recall?

Characteristics: What has helped shape each generation?

Silent Generation

- Loyal to country and employer
- Disciplined and determined
- Solid work ethic
- Earn your own way
- Get your money's wor[th]
- Work within the syste[m]

Baby Boomers

- Committed to change; use your voice
- Go the extra mile, do whatever it takes
- [communica]tion skills, emotional
- [wor]k ethic
- [cowork]ers
- [independ]ent; "live to work"

Generation Z (iGen)

- Value financial stability; pragmatic, sensible
- Tune out traditional marketing; want personal approach
- Value diversity, inclusivity
- Value mentoring in the workplace
- Turn hobbies into jobs/freelancing

Generat[ion X]

- Self-reliant (latchkey ge[neration])
- Achieve measurable results
- Streamline processes
- Want to work in flexible, results-driven organizations that adapt to their preferences
- "Stealth fighter parents"

[Millenn]ials/Gen Y

- See the world as global/connected
- Parent/child relationship = more egalitarian/friends, "helicopter parents"
- Social concerns, volunteerism
- High expectations and ideals
- "Work to live" (work/life balance)

"Perceived" Traits in the Work Place and Other Places

	Silent Generation	Baby Boomer	Generation X	Millennials/ Generation Y	Generation Z/ iGen
Assets	loyalty, dedication, 110%, follow the rules, respect authority, dependable	service-oriented, teamwork, dedication, will go the extra mile, politically savvy	adaptable, independent, buck system, tech-savvy, value information, want feedback	optimistic, can multi-task quickly, tech-savvy, positive attitude, collaborative	accepting of differences, self-starters, innovative, goal-oriented, entrepreneurial
Liabilities	play it safe, rule bound, linear work style, hierarchical, right or wrong (dualistic), don't deal well with ambiguity	dislike conflict, not budget-minded, put process ahead of result, workaholic expectation	skeptical, distrust authority, reject rules, dislike rigid work requirements	need structure and supervision, little experience handling difficult "people" issues, distaste for work perceived to be "beneath" them	Tech-dependent, lack interpersonal communication skills, short attention span, want instant gratification

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"Perceived" Traits in the Work Place and Other Places

	Silent Generation	Baby Boomer	Generation X	Millennials/ Generation Y	Generation Z/ iGen
Prefer managers who	reward commitment, respect them and their experience, show support for stability, security and community	are consensual, treat them as equals, use democratic approach, show caring	are competent, direct, results-oriented, encourage independence, support personal growth	are positive, provide coaching and support, motivate, consider personal goals	are engaged and involved in employee success, inspire, embrace change
DO NOT prefer managers who	disregard their experience, are dishonest, do not have solid work ethics	aren't open to input, are bureaucratic, exhibit one-upmanship	micro-manage, don't walk the talk, schmooze	are cynical, treat them as if they are too young to count, are threatened by technical skills	don't communicate (in person best), fail to provide collaborative opportunities

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"Perceived" Traits in the Work Place and Other Places

	Silent Generation	Baby Boomer	Generation X	Millennials/ Generation Y	Generation Z/ iGen
Motivating Messages	experience is respected, no news is good news, duty before fun	your opinion is valued, work as long as you want, you are needed, recognition	do it your way, have new equipment, forget the rules	work with other bright people, can be a hero, turn company around	our leaders are inspiring and engaging, customized rules, figure it out
Rewards	private recognition, loyalty, promotions, gold watch	promotion, title recognition, personal appreciation	free time/time off, results, good benefits, development opportunities	awards, certificates, tangible evidence of credibility	recognition, feel appreciated for loyalty
Communication Formats	rotary phones, letters/memos, in-person interaction	touch tone phone, personal interaction	cell phone, voice mail, email	picture phone, instant messaging, blogs, text	text, Instagram, Snapchat, use of emojis

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Get to know your club members as individuals!

- Recognize that they are total human beings with multiple layers and that no part of them exists within a vacuum.

- Ask them about themselves, their interests, and how they would like to be involved in meaningful ways.

- Share your own experiences and interests.

- Remember, you already have one thing in common ...

Some resources you might find beneficial:

- Google the work of Marilyn Loden and her model, "The Diversity Wheel."

- David Livermore and the Cultural Intelligence Center (Google David Livermore for free videos and go to the Center; learn how to "effectively work and relate with people and projects across different cultural contexts."): https://culturalq.com/about-cultural-intelligence/culture/

- The Hofstede Centre (provides country national/cultural comparisons on 6 dimensions): https://www.hofstede-insights.com/country-comparison/

- Workflow Management Coalition Generational Differences Chart: http://www.wmfc.org/uploads/GenerationalDifferencesChart.pdf

- Project Implicit (this is a non-profit organization of international researchers "interested in implicit social cognition" about hidden biases; assessments are taken via this virtual lab): https://implicit.harvard.edu/implicit/

- International Business Etiquette, Manners, & Culture: http://www.cyborlink.com

- Bruce Tulgan with "Rainmaker Thinking" (Bruce Tulgan has videos, blogs, books and articles on topics including "generations"): https://rainmakerthinking.com/

THANK YOU!

Feel welcome to contact me at:

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