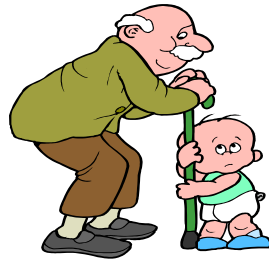


Understanding the Generations



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Objectives

- Participants will be able to:
 - Name the 4 generations in the workplace today
 - Describe 3 attributes or characteristics of each generation
 - Select 3 strategies to effectively work with or lead members of each generation



Current Workforce Challenges:

- Increasingly diverse
- Older median age
- Multi-generational
- Increasing competition for employees
- Changing values & attitudes



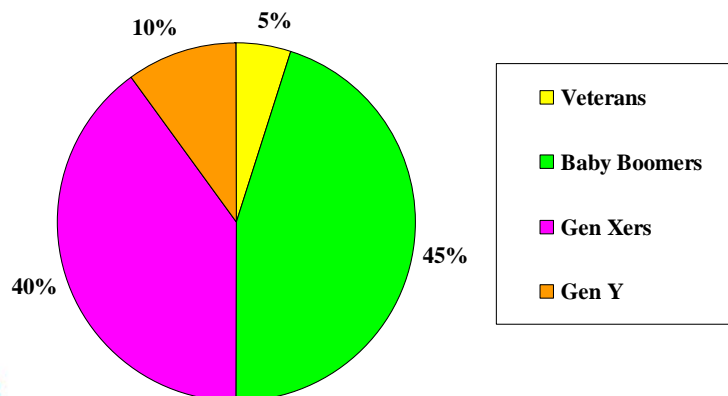
What signs of generational differences have you seen in your workplace?



What impact do or could these examples have on your organization?



Generations in the Workplace (2010)




CONE HEALTH
The Network for Exceptional Care

Generations Working Today

Matures	1909-1945
Baby Boomers	1946-1964
Gen X-ers	1965-1978
Gen Y-ers	1979-1993
(Gen Z	1994 – 2004)

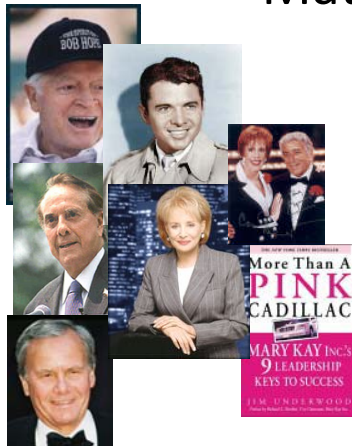

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Each Generation's Perspective

- No intention to stereotype
- Common experiences and world events do shape each generation's perspectives.
- "Treating others as we wish to be treated" doesn't work when it comes to managing different generations.



Matures



- 75 Million
- 7 Trillion in Net Worth
- "Greatest Generation"
- 50% ex-military
- Aka Veterans, Traditionalists



Matures – Life Experiences



- WWII, Pearl Harbor, Fireside Chats with FDR, Great Depression
- Heroes: FDR, Lindberg, Joe DiMaggio, Babe Ruth
- 94% of all women had 3+ babies; best and brightest women became teachers or nurses



Matures

- Strong sense of loyalty to organization. Loyal to the “boss man”
- Value is measured by years worked
- Cautious about technology
- Job security from one employer
- Work ethic = work until its all done
- Authority tied to seniority



Tips for Working with Matures

- Create flexible work schedules
- Minimize technology
- Provide a fair wage
- “Your experience is respected here.”
- “It’s valuable to the rest of us to hear what has and hasn’t worked in the past.”



Boomers



- Named for the birthrate from '53- '64 of 4million per year
- 80 Million Strong
- *Time* “Man of the Year” 1967
- “Me Generation”



Baby Boomers – Life Experiences



- Civil Rights, Man on the Moon, Vietnam
- Heroes were inspiring
- 75% of families fit “Leave it to Beaver” Profile. 20% of boomers have no kids; 25% one child
- Good company=Good job,
- Lifelong employment, job security in exchange for loyalty, many career choices for women,



Baby Boomers

- Self worth is linked to what I do
- Achievement is movement up
- More team focused
- Work ethic = worth ethic
- Authority comes from position
- Face time = Quality of Work

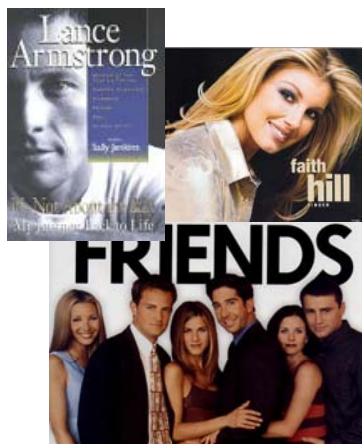


Tips for Working with Boomers

- Promote advancement opportunities and pay
- “You’re important to our success”
- “We need you.”
- “Your contribution is unique and important.”
- Understand them when they give it up!



Gen Xers



- Coined by novelist, D. Coupland, *Gen X* to describe his generation who defies labels
- 46 Million
- Slackers, directionless, & cynical
- “Latchkey Generation”



Gen X – Life Experiences



- Challenger explosion, AIDs, scandal, corruption
- Heroes came from sports and Hollywood
- 50% children of divorce
- Witnessed the sacrifice at the alter of work, “You better like what you do.”



Generation X

- Nick-named the “WHY” generation
- Technologically savvy
- Work ethic = means to an end
- Crave attention and want immediate rewards
- “Just in time” learners



Generation X (cont'd)

- May be perceived as impatient
- Casual about authority
- Entrepreneurial
- Thrive on learning
- Frequent job changes



Tips for Working with Gen X-ers

- Focus on the WHY
- Provide personal connection with organization, supervisor
- Give them lots of feedback!
- Vary rewards
- Provide on-going orientation and learning



Tips for Working with X-ers

- “We want you to have a life.” “Its fun here.”
- Avoid micromanaging
- Manage by objective.
- Create choices about how and when work gets done.
- Promote development.
- Provide immediate and meaningful rewards.
- Be straight



Gen Y



- Deemed the next great generation
- Also known as “Internet Generation,” GenNext, Cyber Gen, 9/11 generation
- 76 million strong



<http://come.to/igwill>

Gen-Y Life Experiences



- Internet, Oklahoma City Bombing, Columbine, 9/11
- Heroes: Mia Hamm, Tiger Woods
- “Soccer mom”, micro parented, child protection era
- Most educated generation in history, “Do something meaningful.”



Generation Y

- High aspirations, BUT...
- Lifestyle quota more important than work
- Loyal to what they connect with
- Casual about authority..want mentors, coaches



Tips for Working with Gen Y-ers

- Make work meaningful AND fun
- Supervise as coach, mentor,
- Provide independence and support
- Help with prioritizing and time management



Gen Y-ers Like to Hear:

- “You’ll be working with other bright, fun people.”
- “You can be a hero here; you can make a difference.”

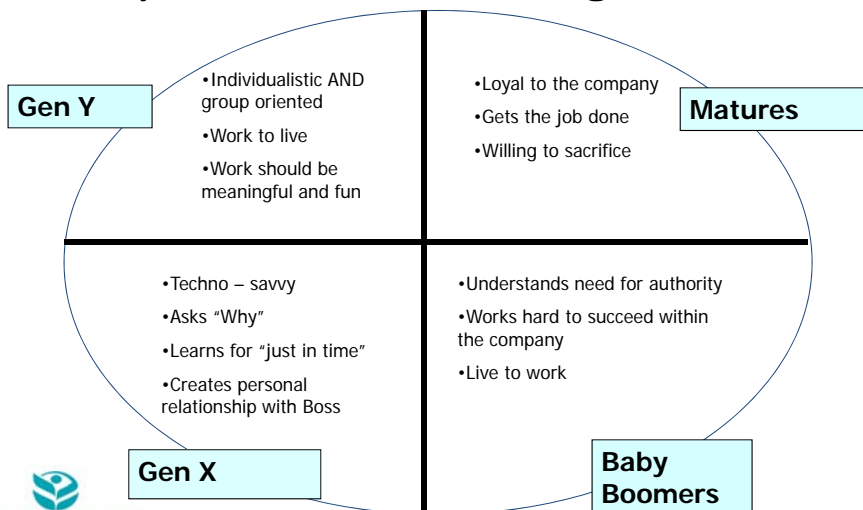


Generational Rewards

Generation	Life Lessons	Rewards style
	Learned to sacrifice and not spend money on themselves	Non cash incentives: health and fitness rewards, entertainment rewards
	Witnessed America become a superpower and wanted to reap their rewards of their work	Recognition and Luxury and Health related rewards
	Valued freedom and responsibility and embrace a balanced lifestyle	Gadgets /High Tech Rewards and Work Life Balance rewards
	Grew up in increasing affluence and instantaneous feedback	Relationship enhancers and personalized rewards



Everyone has something to add...



Summary

- Generational Diversity is a huge challenge in our work place today.
- Leaders and colleagues need to know and recognize the impact this has on employee recruitment, retention and job satisfaction.
- Being successful requires being flexible and proactive.



Resources

- *Bridging the Boomer-Xer Gap* by Hank Karp, Connie Fuller and Danila Sirias
- *Managing the Generation Mix* by Carolyn Martin and Bruce Tulgan
- *Generations at Work: Managing the Clash of Veterans, Boomers, Xers and Nexters in Your Workplace* by Ron Zemke, Claire Raines and Bob Filipczak

