

Multi-generations at work

The Power of 4



Four generations at play

- **Who** are the four generations?
- **What** are their values?
- **What** does each generation have to offer?
- **How** can we communicate more effectively?
- Tips on **motivating** and **retaining** employees

The Four Generations

GENERATION	BORN	OLDEST	YOUNGEST	WORKFORCE
Traditionalists	1927 - 1945	85	67	5%
Baby Boomers	1946 - 1964	66	48	38%
Generation X	1965 - 1980	47	32	36%
Millennials	1981 - 2000	31	12	21%

Traditionalists – 1927-1945

- Survived economic challenges growing up in the aftermath of the great depression
- Lived and reinforced the notion of the American Dream
- Fostered discipline and self sacrifice
- Created miracle vaccines and landed a man on the moon

Traditionalist Culture

- An honest day's work for an honest day's pay
- Duty before fun
- Father knows best
- Children should be seen and not heard
- Slogan "*used it up, wore it out, made it do, or did without*"

Baby Boomers 1946-1964

- Most populated generation ever
- Baby boomers were cherished by parents who wanted them
- Grew up in a culture of economic prosperity and suburban affluence
- Found themselves "sandwiched" between generations

Boomer's Culture

- Television and TV dinners
- The peace sign – Make love and not war
- Sex, drugs and rock n roll
- Slogan *"You can have it all"*

Generation X 1965-1980

- Grew up in a difficult economic climate
- Came home to an empty house – “latch-key kids”
- Fostered traits of independence, resilience and adaptability
- Self reliant and entrepreneurs

Gen-X Culture

- Cabbage patch dolls
- Grunge music
- Friends
- The Simpsons
- Slogan *"Never just do what you're told, always ask why."*

Millennial 1981-2000

- Best educated generation ever
- Technologically sophisticated
- Great exposure and casual acceptance of multi-cultures
- At an early age they know about divorce, drugs, AIDS, anorexia, gangs and guns

Millennial Culture

- Extended families
- No absolutes
- Environmental issues
- Social networking
(MySpace, YouTube, Facebook, Twitter)
- Slogan *"I deserve it"*

Work ethics and values

	Traditionalist (Before 1945)	Boomers (1946-1964)	Gen X (1965-1980)	Millennials (1981-2000)
Authority	Respect authority	Question authority	Unimpressed	Tolerant
Values	Duty before fun	Personal fulfillment	Self reliant	Multitask
Work Ethic	Dedicated	Driven	Balanced	Ambitious
Outlook	Practical	Optimistic	Skeptical	Hopeful
Work preference	Structured Follow the rules	Consensual Team work	Flexible Balance	Supportive Interactive

Common ground

- Similar values
- Everyone wants respect
- Trust matters
- Great leaders
- No one really likes change
- Everyone wants to learn

Benefits of a Multigenerational Work Team

- Stronger decisions
- Innovative and creative team
- Flexibility
- Attract and retain people of all ages

Retaining your Power of 4

- Accommodate employee differences
- Create workplace choices
- Flexibility on management style
- Respect Competence and Initiative
- Nourish retention
- Market Internally

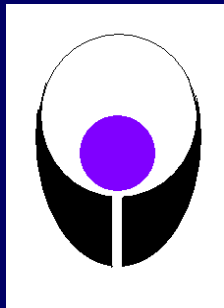
Summary

- Four generations working together
- Each has its own perspective
- Keep an open mind
- Appreciate and respect the differences
- Together they create a strong, dynamic team, The Power of 4

References

- Generations at Work by Ron Zemke
- Retiring the Generation Gap by Jennifer Deal
- Generational Insights by Cam Martson
- Multiple papers and articles including research by Boston University

Multi-Generations at work



Open Communications

Paulina Ponsford
open.comm@yahoo.ca