







WHY I SELECTED "GENERATIONS"

- Generational differences are a part of an organization's makeup, therefore impacting team dynamics
- The topic is applicable, relevant and interesting
- To increase the awareness of each of the generations and understand why they experience conflict
- We can put a "name & face" to the conflict and differences



Who are the Generations and Why do They Collide?



THE GENERATIONS:

Traditionalists
Born 1927-1945
(75 million)



Baby Boomers
Born 1946-1964
(80 million)

Generation X
Born 1965-1980
(46 million)



Millennials
Born 1981-2000
(76 million)



TRADITIONALISTS (AGE: 71+)



- **Characteristics of The Silent Generation**
patriotic, God-fearing, save for a rainy day, loyal, learned to do without, "waste not/want not", faith in institutions: church, government, military, and marriage

- **Influenced by...**
the heroic, villainous, and entertaining

Trademark: Loyalty



BABY BOOMER (AGE: 52-70)

- **Characteristics**
catalysts for change, militant, optimistic, idealistic, educated, competitive, challenge and push to the limit

- **Influenced by...**
movements, scandal, and divorce

Trademark: Optimistic/Competitive



GEN X-ERS (AGE: 36-51)

Trademark: Skeptics

- **Characteristics**
"show me the money," managers, inventors, entrepreneurs, skeptics, resourceful, independent, individualistic, media/info/tech savvy

- **Influenced by...**
fashion, technology, entertainment and prosperity



MILLENNIALS (AGE: 16-35)

Trademark: Realists



- **Characteristics of Generation Next**
smart, techno-savvy, practical, realistic, pragmatic, confident, self-sufficient
- **Influenced by...**
generations before them, information highway, technology and media, personal threats, violent outbreaks, illegal drugs and terrorism



MILLENNIALS (AGE: 8-26) GEN "Y"



MANAGEMENT STYLE



- Traditionalist - Chain of Command
- Boomers - Change of Command
- Gen X-ers - Self-Command
- Millennials - Don't Command → Collaborate



THE CUSPERS

Offshoot four define generations



Cuspers:

- Born on the cusp right between 2 generations
- The glue that holds it all together
- Great managers
- The only generation that can use language and wear the clothes of more than one generation and not look ridiculous
- Identify strongly with one generation or another; have characteristics of both



WHY DO THE GENERATIONS COLLIDE?



- Each generation has its own set of values, beliefs, and life experiences that shape who they are and their world-view
- Talent wars
- Belief that they can do better or that they are right
- These issues and attitudes are brought into the workplace



This is the first time ever that all four generations are present in the workplace at the same time. There are four different management styles, viewpoints, and work ethic on a course of collision.



GENERATIONAL CLASH POINTS

- Feedback
- Institutions
- Rewards
- Career Path
- Career Goals



FEEDBACK...

	Silent	Baby Boomers	Gen X	Millennial
Communications	Formal Memo	In Person	Direct Immediate	E-mail, voicemail
Feedback and Rewards	No news is good news, satisfaction = job well done	Don't appreciate it, money and title recognition	"How am I doing?", freedom is the best reward	Whenever I want it, at the push of a button, meaningful work



INSTITUTIONS...

- Traditionalists**
Deserve loyalty
- Baby Boomers**
Deserve to change
- Generation X**
Are suspect
- Millennials**
Should be judged on their own merit



REWARDS...



Traditionalists
Satisfaction of job well done

Baby Boomers
Money, title, recognition

Generation X
Freedom!

Millennials
Work that has meaning



CAREER PATH...

Traditionalists
Changing jobs has stigma

Baby Boomers
Changing jobs puts you behind

Generation X
Changing jobs is necessary

Millennials
Career doesn't need to be a straight line



CAREER GOALS...

Traditionalists
Build a Legacy

Baby Boomers
Build a Stellar Career

Generation X
Build a Portable Career

Millennials
Build Parallel Careers



RECRUITING THE GENERATIONS...



THE RULES OF THE RECRUITING GAME HAVE CHANGED...

- ✓ Understand what each generation wants
- ✓ Target/pinpoint your messages
- ✓ Be creative...uncover hidden talent
- ✓ Ramp up your turn-around-time
- ✓ Know your employee value
- ✓ Train managers and recruiters
- ✓ Assess your recruiting tactics



THE IMPACT OF THE WEB

79% of Millennial college students said that the quality of an employer's website is an important factor in deciding whether or not to apply for a job.



WHICH GENERATION IS YOUR COMPANY'S WEBSITE APPEALING TO?



Consider tailoring your website to have cross-generational appeal



THE GENERATIONS & NEW EMPLOYEE ORIENTATIONS:

Traditionalists

- > History, culture, past accomplishments
- > Their role and how it contributes
- > Show visuals of their generation contributing
- > Highlight training opportunities
- > Find ways to make the session interactive



THE GENERATIONS & NEW EMPLOYEE ORIENTATIONS:

Baby Boomers

- > Well-produced opening video
- > Evolution of the company and its future
- > Who's in charge
- > Corporate strategy, mission, financial picture and major competitors
- > Want to learn about their actual job



THE GENERATIONS & NEW EMPLOYEE ORIENTATIONS:

Generation X-ers

- > Demonstrate cutting-edge and variety of media
- > Accept that you are the enemy
- > If you say you do it, prove it. Talk about the good and the bad
- > Should be experiential and interactive
- > Give them access to their peers



THE GENERATIONS & NEW EMPLOYEE ORIENTATIONS:

Millennials

- > Hands-on learning and rapid pace
- > Incorporate computer-based instruction
- > Need managers who engage in participation
- > May question rules & procedures, and want to know why
- > Would benefit from personal, one-on-one career planning discussion



WHO'S GOT NEXT?



NEXT GENERATION...

- Generation "Z", Generation "M" for "multitask"
- Net Generation, or Generation9/11
- Overlap of "Y-Z"
- Born between early 2000's - present



World-Wide Web influence, global financial crisis, plugged-in and connected, chat rooms, and text messages.



GENERATION "Z" IN THE WORK PLACE...

- Will not be team players
- Will be more self-directed
- Indecisive
- Process information at lightning speed

Most intelligent generation... ever



WHY "GENERATIONS" IS A GOOD OD RESOURCE:

Four generations in our workforce:

- Traditionalists, Boomers, X-ers, and Millenials

- Each generation has been impacted by various events that shape how they work

"Generations" will provide:

- A better appreciation and understanding of each generation
- ideas on how to motivate, retain, recruit and manage the generations
- Self-awareness of generations





REFLECTIONS & QUESTIONS

Which generation is most prevalent in your workplace?

In what areas have you witnessed generations collide most often in your organization?

Has this presentation given you a new perspective on generations and how it is a "new" diversity issue?



THANK YOU!

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