Understanding Generational Differences

Learning to Work Together
Through
Our Differences

Disclosures

- I DO NOT have proprietary, financial, professional or other personal interest with any Association, Foundation, medical equipment manufacturer, pharmaceutical company, or other applicable organization.

- The information presented here are generalizations the have some research validity, but it is known that not everybody fits exactly into a category.

Understand Generational Differences

- For the first time in history, four generations are working side by side. Different values, experiences, styles, and activities create misunderstandings and frustrations

- By the year 2017, 72 million **Baby Boomers** (including many teachers and school leaders) will enter **retirement** in large numbers

- **Generation X**, a generation with different sensibilities and priorities than Boomers, will assume positions of leadership in schools and districts

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The Generational Divide (U.S. Population)

Traditionalists	Born 1925-1945 50 million GWAEA 6% (28)
Baby Boomers	Born 1946-1964 80 million GWAEA 70% (341)
Generation X	Born 1965-1980 46 million GWAEA 22% (110)
Generation Y/Millennials	Born 1981-2006 76 million GWAEA 2% (9)

The Generational Divide (U.S. Population)

Those who are born within 2 to 3 years of the beginning/end of a generation are considered "Cuspers" and they will share some of the both generational qualities.

Traditionalists (61+)

Influences	Characteristics
• Great Depression • Roaring 20's • WWI and II • Korean War • GI Bill	• Patriotic loyal "waste not want not" • Faith in institutions— one company career • Military influenced top down approach
KEY WORD: LOYAL	

Traditionalists (61+)

- Value Logic and Discipline

- Don't Like Change

- Want to Build a Legacy

Baby Boomers (42-60)

Influences	Characteristics
• Suburbia • TV • Vietnam, Watergate • Protests, Human Rights Movement • Drugs & Rock 'n Roll	• Idealistic • COMPETITIVE • Question Authority
KEY WORD: OPTIMIST	

Baby Boomers (42-60)

- "Me" Generation

- Money, Title, Recognition

- Want to Build A Stellar Career

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Generation X (26-41)

Influences	Characteristics
- Sesame Street, MTV - Game Boy - PC - Divorce Rate Tripled - Latch Key Children	- Eclectic - Resourceful - Self-reliant - Distrustful of Institutions - Highly Adaptive to Change & Technology

KEY WORD: SKEPTICISM

Generation X (26-41)

- Possibly Most Misunderstood Generation
- Need a Balance Between Work and Life-Freedom
- Flexible and Motivated
- Want to Build a Portable Career

Generation Y/Millennials (up to 26)

Influences	Characteristics
• Expanded Technology • Natural Disasters • Violence • Gangs • Diversity	• Globally Concerned • Realistic • Cyber Literate • Personal Safety is Number One Concern
KEY WORD: REALISTIC	

Generation Y/Millennials (up to 26)

- Value Diversity/Change

- Been Involved Entire Life

- Want Work to be Meaningful

Goals

Traditionalists	"Build a Legacy"
Baby Boomers	"Build a Stellar Career"
Generation X	"Build a Portable Career"
Generation Y/Millennials	"Build Parallel Careers"

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Institutions

Traditionalists	"Deserve Loyalty"
Baby Boomers	"Deserve to Change"
Generation X	"Are Suspect"
Generation Y/Millennials	"Should Be Judged on Their Own Merit"

Rewards

Traditionalists	"Satisfaction of job well done"
Baby Boomers	"Money, Title, Recognition"
Generation X	"Freedom!"
Generation Y/Millennials	"Work that has meaning"

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Career Path

Traditionalists	"Job changing has stigma"
Baby Boomers	"Job changing puts you behind"
Generation X	"Job changing is necessary"
Generation Y/Millennials	"Doesn't need to be a straight line"

Feedback

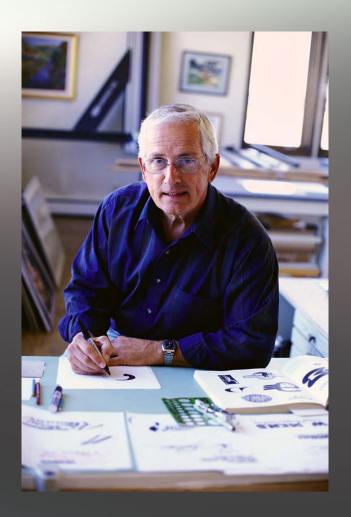| Traditionalists	"No news is good news."
Baby Boomers	"Once a year whether needed or not."
Generation X	"So, how am I doing?"
Generation Y/Millennials	"From virtual coach to touch of a button"

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Summarizing…

	Traditionalists	**Baby Boomers**	**Generation X**	**Millennials**
Birth Years	Before 1945	1946-1964	1965-1980	1979-2006
Business Focus	Quality	Long hours	Productivity	Contribution
Motivator	Security	Money	Time off	Time off
Company Loyalty	Highest	High	Low	Low
Money is	Livelihood	Status symbol	Means to an end	Today's payoff
Value	Family/Community	Success	Time	Individuality

What To Do? Traditionalists

- Consider engaging them as teachers, mentors, coaches.

- When they retire, consider re-hiring them as part-time project leaders and coaches.

What To Do? Baby Boomers

Boomers are burning out with today's workload and are not impressed with less ambitious Gen Xers.

- Offer them flexibility, authority and respect.
- Challenge them to keep growing (in their own way).

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What To Do? Gen Xers

Gen Xers don't want to follow Boomers into burn out. They think Millennials need too much hand holding.

- Manage them with a coaching style--FAST feedback and credit for results.

- Push them to keep learning

- just-in-time for every new project.

Very fast run

a. Junior

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What To Do? Millennials

- Millennials feel that basics such as punctuality and dress code are less important.

- They want fair and direct managers who are highly engaged in their personal development.

What To Do? Millennials

- Get to know their capabilities and put them in roles that push their limits.

- Treat them as professional colleagues and they will act like professionals.

- Keep them focused with speed, customization and interactivity.

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Credits

"When Generations Collide: Who They Are. Why They Clash. How to Solve the Generational Puzzle at Work"

Lynne Lancaster and David Stillman

www.generations.com

Resources

More information about GWAEA leadership programs can be found at :

http://www.aea10.k12.ia.us/leadership/ldrshipdev.html

Thank You