
Engaging the Generations

PREVIEW



Icebreaker exercise

Pair up with someone you don't know well, introduce yourselves, then discuss:

What was 'cool' when you were in high school? Think about things like:



- Clothing style
- Movie
- TV show
- Singer or band
- Price of gasoline
- Popular hair style
- Restaurant
- Headlines of the day
- Brand name



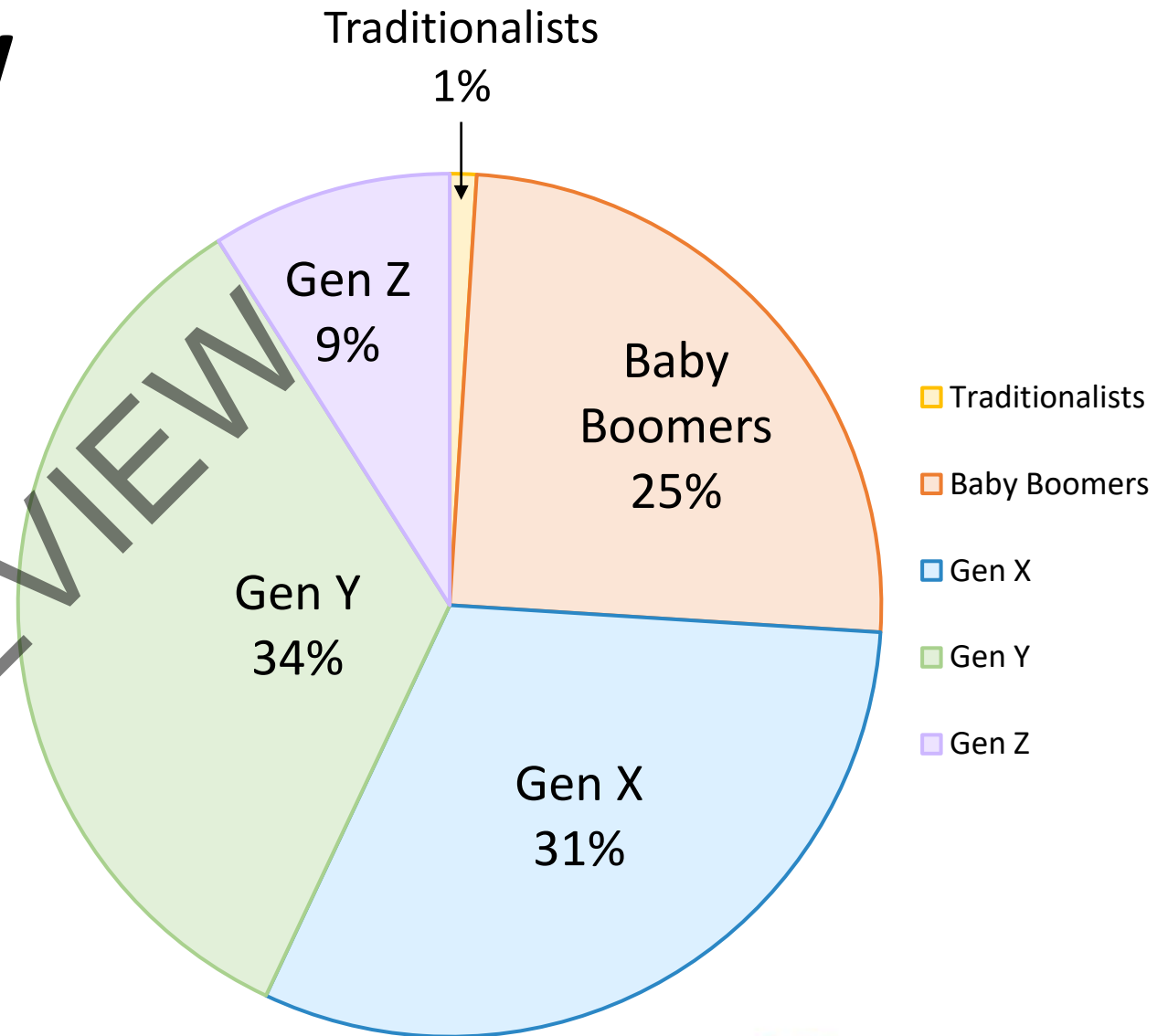
Generations Overview

We have four different generations working side by side in the workplace:

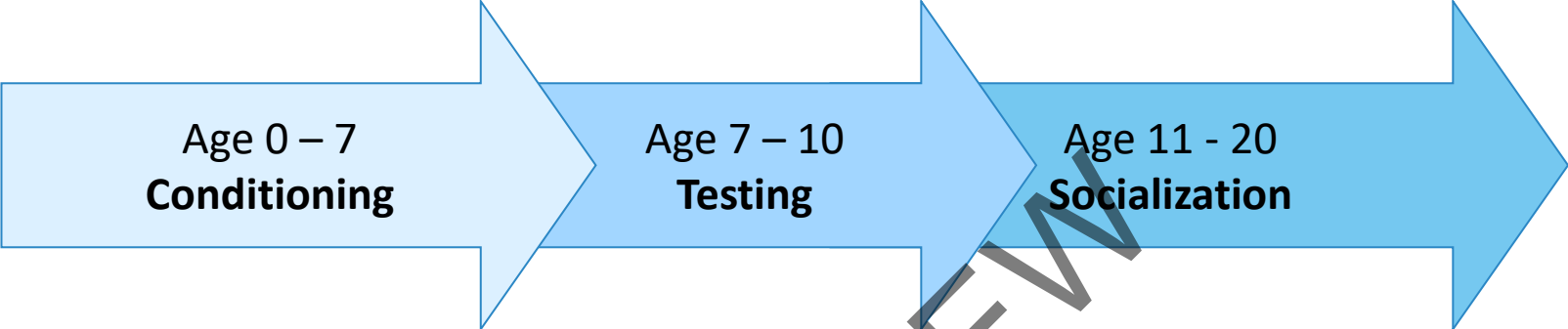
- Baby Boomers: born 1946-1964
- Generation X: born 1965-1980
- Millennials (Gen Y): born 1981-1995
- Gen Z: born 1996-2010

No one generation is better or worse than the other generations.

Changing your leadership approach is easier than changing the values developed over a lifetime



Why are we the way we are?



Family

Religion

Education

Income

Geography

Television

Media

Friends

Heroes

Events

Interests

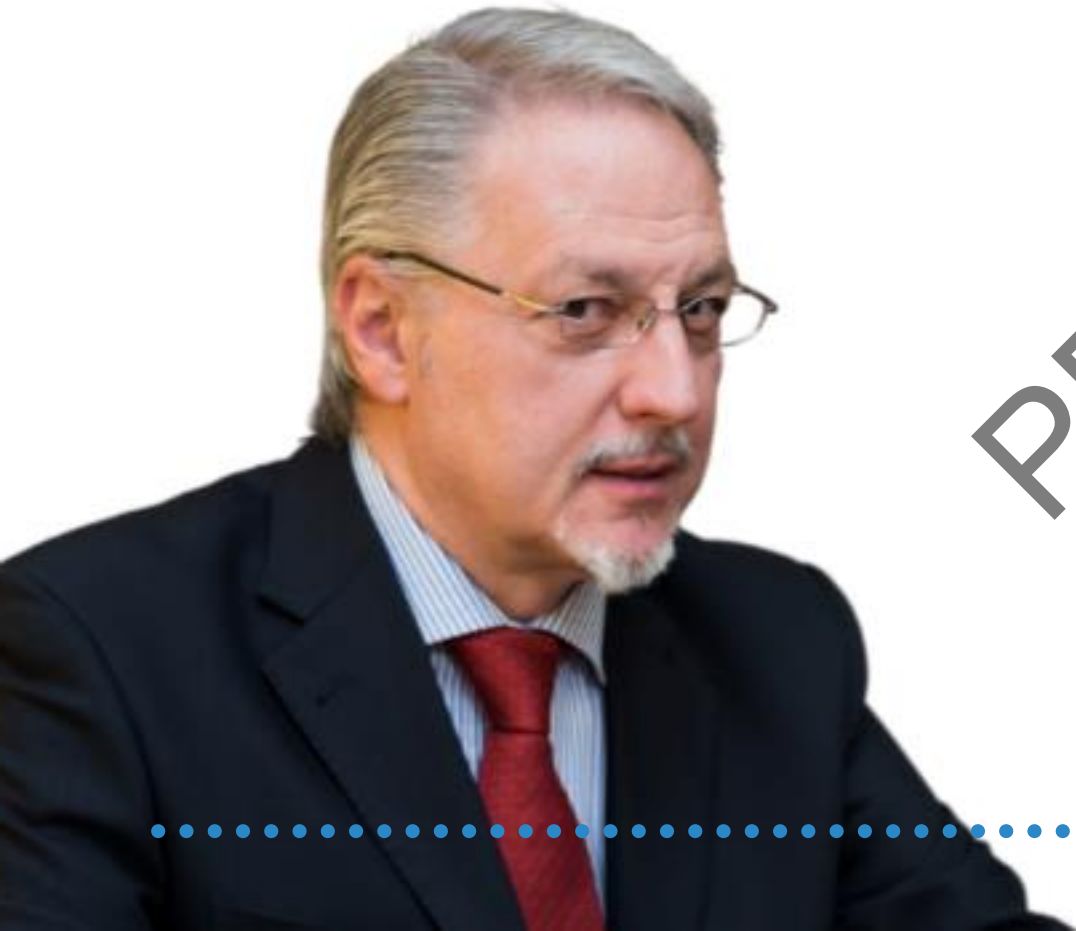
Activities

Hobbies



Getting to Know Each Generation

Baby Boomer



- Born 1946 - 1964
- Personal and social expression
- Idealistic
- Questions authority
- Materialistic
- Workaholic

Getting to Know Each Generation

Generation X



- Born 1965 - 1980
- Free agency and independence
- Street smarts
- E-mail
- Cynicism
- Work/life balance

Gen X leaders hold 51% of leadership positions globally

Development Directions International's (DDI's) Center for Analytics and Behavioral Research (CABER), April 2018

Getting to Know Each Generation

Millennials (Gen Y)



- Born 1981 - 1995
- Hope about the future
- Highly structured
- Instant everything
- Social activism, family centrality
- Demand for diversity

Getting to Know Each Generation

Gen Z

- 25% of population – making them larger than Boomers and Millennials
- Appear to be more like Baby Boomers than Millennials
- Interested in money
- Internet is all they've ever known



Getting to Know Each Generation

Boomer

- Born 1946 - 1964
- Personal and social expression
- Idealistic
- Questions authority
- Materialistic
- Workaholic

Generation X

- Born 1965 - 1980
- Free agency and independence
- Street smarts
- E-mail
- Cynicism
- Work/life balance

Millennials (Gen Y)

- Born after 1980
- Hope about the future
- Highly structured
- Instant everything
- Social activism, family centricity
- Demand for diversity

Gen Z

- Born 1996-2010
- 25% of population – larger than Boomers & Millennials
- Appear to be more like Baby Boomers than Millennials
- Interested in money
- Internet is all they've ever known



Exercise – What Generation Are You?

Report to the sign that has your generation on it. You will be assigned another generation to discuss:

1

What does the that other generation bring to the workplace?

2

What characteristics do you like about your assigned generation?

3

What drives you crazy about your assigned generation?

