Workplace Generations: The Dynamics of a Company
“Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.”

George Orwell
Defining a Generation

- Grouped by birth year
- Influences
- Value System
Current Workplace Generations

- **Traditionalists**
  - 1928-1945 (Age over 72)

- **Baby Boomers**
  - 1946-1964 (Age 53-71)

- **Generation X**
  - 1965-1980 (Age 37-52)

- **Millennials (Generation Y)**
  - 1981-1999 (Age 18-35)

From: [http://www.pewresearch.org/fact-tank](http://www.pewresearch.org/fact-tank), May 2015
Workforce Totals

- Traditionalists: over 72  ✔ 2%
- Baby Boomers: 53-71  ✔ 29%
- Generation X: 37-52  ✔ 34%
- Millennials: 18-36  ✔ 34%

Traditionalists (1928-1945)

- Influences
Traditionalists (1928-1945)

Values:

- Respect authority
- Believe in conformity, authority, and rules
- Loyalty/Tenure
Traditionalists (1928-1945)

Attributes:

- Work = Obligation (Duty before pleasure)
- Valuable knowledge and experience
- Disciplined
- Detail oriented
Work Style:

- Take rational approach
- Command and control leadership (military style)
- Past-oriented
- Likely your organization’s historians
Baby Boomers (1946-1964)

• Influences
Values:

- Prosperity
- Community involvement
- Health & wellness
Baby Boomers (1946-1964)

Attributes:

• Optimistic
• Adaptive
• Strong work ethic
• Personal gratification
Baby Boomers (1946-1964)

Work Style:

• Team-orientated, team-building
• Avoid Conflict
• Confident/Focused
• “Glass Ceiling”
Generation X (1965-1980)

- Influences
Generation X (1965-1980)

Values:

• Goals
• Feedback/Recognition
• Relationships
• Fun
Generation X (1965-1980)

Attributes:

• Independent/Self-Reliant
• Skeptical
• Global Thinkers
• Technological
Generation X (1965-1980)

Work Style:

• Balance work and home
• Flexible
• Informal
Millennials (1981-1999)

• Influences
Millennials (1981-1999)

Values:

• Entrepreneurial spirit
• Constant feedback
• Social atmosphere
Millennials (1981-1999)

Attributes:

• Confident
• Street Smarts
• Highly Technological
Millennials (1981-1999)

Work Style:

- Digital (less paper)
- Multi-taskers
- Flexible/Work-from-home
- Group-oriented
## Comparing Generations

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Guide for Millennials!

- https://www.youtube.com/watch?v=C1a6M3dBNwc

These views don’t necessarily represent that of the presenters (at least one of them).

#DontFireMe

#GetBackToWork
Guide for Boomers/Gen X!

Understanding the Millennial workforce:

- [https://www.youtube.com/watch?v=Sz0o9clVQu8](https://www.youtube.com/watch?v=Sz0o9clVQu8)
Why Companies Should Care

Generational Differences can Cause Conflict:

• Loss of Valuable Employees
• Poor Customer Service
• Communications Issues/Lost in Context
• Wasted Human Capital
Why Companies Should Care

Adapt to Each Other's Strong Suits:

- New workers - respect and assimilation
- Established workers – adjust, be flexible
- Act outside of comfort zones
- Cooperate: tackle problems together

Communicate!
Piece of the Puzzle
What’s Next?

Generation Z!!!

- Born in 2000’s
- Attention span of a gnat
- In charge of saving the world!
- Social Media: news = immediate validation
- Even more of an entrepreneurial generation
- “What is paper and pencil?”
Thank You!

Questions or comments?