Understanding & Communicating with a Multigenerational Workforce
Multigenerational?

- Your Generation
  - Name
  - How defined
  - Perception
Objectives

• Learn about the generations at work today
• Understand the formative events for each generation
• Examine stereotypes that may exist in the workplace
• Determine the most effective approaches for communication with different generations
• Custom fit your communication style to meet the challenges of generational differences
Four Generations

- Traditionalists
  - Born between 1925-1942
- Baby Boomers
  - Born between 1943-1960
- GenXers
  - Born between 1961-1981
- Millennials
  - Born between 1982-2002
Formative Events - Traditionalists

- The Great Depression
- WWII
- The New Deal
- Rise of Labor Unions
Values - Traditionalist

- Duty, honor, dedication, sacrifice
- Conformity, Unity
- Hard times, then prosperity
- Patience
- Importance of a job well done
- Respect for authority
- Follows the rules
- Age = Seniority
- Stability
Stereotypes - Traditionalists

- Old-fashioned
- Behind the times
- Rigid/Autocratic
- Change/Risk averse
Formative Events – Baby Boomers

- The Cold War
- Kennedy Assassination
- Civil Rights Movement
- Vietnam War
- Woodstock
Values – Baby Boomers

• Workaholic
• Competitive
• Balancing family and work
• Desire for respect
• Success is visible (material)
• Personal development
• Optimistic
Stereotypes - Boomers

- Self-centered
- Unrealistic
- Political
- Power-driven; workaholic
Formative Events – GenXer

• Fall of the Berlin Wall
• Challenger explosion
• PC boom
• Latchkey Kids
• MTV
• AIDS
Values – GenXers

- Independent
- Cynical and pessimistic
- Think globally
- Technologically literate
- Informality
Stereotypes - GenXers

- Slackers
- Selfish
- Impatient
- Cynical
Formative Events - Millennials

- Oklahoma City Bombing
- 9/11
- Columbine High School
- The Internet
- Technology
Values - Millennials

• Optimistic and Confident
• Individualistic, yet group oriented
• Ambitious, yet aimless
• Diversity
• Easily bored
• Live on technology
Stereotypes - Millennials

- Short attention span
- Spoiled
- Disrespectful
- Technologically dependent
Traditionalists at Work

On the Job
- Assets
- Liabilities

Messages that Motivate
- Your experience is respected here.
- It’s valuable to us to hear what has and hasn’t worked in the past
- Your sense of urgency is valued, and will be rewarded
Boomers at Work

On the Job
• Assets
• Liabilities

Messages that Motivate
• You are important to our success
• We need you
• Your contribution is unique and important
GenXer at Work

On the Job
• Assets
• Liabilities

Messages that Motivate
• We’ve got the best and newest hardware/software
• There aren’t a lot of rules around here
• We’re not “corporate”
Millennials at Work

On the Job

• Assets
• Liabilities

Messages that Motivate

• You’ll be working with our best and brightest
• Your boss is in his/her sixties
• You and your coworkers can help turn this company around
• You can be a hero here
Comparing the Generations

<table>
<thead>
<tr>
<th></th>
<th>Traditionalists</th>
<th>Boomers</th>
<th>GenXers</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Defining idea…</strong></td>
<td>Duty</td>
<td>Individuality</td>
<td>Diversity</td>
<td>Optimism</td>
</tr>
<tr>
<td><strong>Success because…</strong></td>
<td>Fought hard and won</td>
<td>Born and should have it</td>
<td>Have two jobs</td>
<td>Tenacity</td>
</tr>
<tr>
<td><strong>Balance</strong></td>
<td>Flexible hours</td>
<td>Workaholic</td>
<td>Balance is important; willing to sacrifice it occasionally</td>
<td>Lifestyle vs. promotion</td>
</tr>
<tr>
<td><strong>Leisure is…</strong></td>
<td>Reward for hard work</td>
<td>The point of life</td>
<td>Relief</td>
<td>Part of life</td>
</tr>
</tbody>
</table>
## The Way they See the World

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<tbody>
<tr>
<td><strong>Outlook</strong></td>
<td>Practical</td>
<td>Optimistic</td>
<td>Skeptical</td>
<td>Hopeful</td>
</tr>
<tr>
<td><strong>Work Ethic</strong></td>
<td>Dedicated</td>
<td>Driven</td>
<td>Balanced</td>
<td>Determined</td>
</tr>
<tr>
<td><strong>Respect for Authority</strong></td>
<td>Seniority and Tenure</td>
<td>Similar to Traditionalists; they've earned it</td>
<td>Authority figures are to be tested and viewed with skepticism</td>
<td>Test it out, search for the right one</td>
</tr>
<tr>
<td><strong>Leadership by</strong></td>
<td>Hierarchy</td>
<td>Consensus</td>
<td>Competence</td>
<td>Pulling together</td>
</tr>
<tr>
<td><strong>Relationships</strong></td>
<td>Personal sacrifice</td>
<td>Personal gratification</td>
<td>Reluctance to commit</td>
<td>Inclusive</td>
</tr>
<tr>
<td><strong>Turnoffs</strong></td>
<td>Vulgarity</td>
<td>Political incorrectness</td>
<td>Cliché, hype</td>
<td>Intolerance</td>
</tr>
</tbody>
</table>
Communicating Across Generations

• Avoid stereotyping and any accompanying unconscious biases
• Be trustworthy, be trusting
• Keep communication *open* and *inclusive*
• Get a mentor
• Maintain respect for all generations
One Last Tip

• Recognizing and Appreciating Differences
In Closing...

• Learn about one generation (different from your own)
• Find a mentor
• Appreciate the differences
• Value the individual
• Trust and be trusted
• Respect
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