

Managing a Multi-Generational Team

Session Overview

- What Are These Generations?
- Workplace Characteristics
- Challenges for Managers
- Next Steps

For the first time in modern history, there are four generations working together where a daughter could potentially be the boss to her father (and perhaps even her grandfather!)

Generation	Demographics	Characteristics
The WWII Generation: Traditionalists/ Silents/ Builders/ Matures/ Industrialists/ Depression babies/ Radio babies/ GI Joe generation/ Greatest Generation 	<ul style="list-style-type: none"> • Born before 1946 • 10% of the workforce • About 95% retired • Survived both the great Depression and WWII • Most patriotic generation • Large nuclear and extended families 	
Baby Boom Generation: Boomers/ Vietnam Generation/ Me Generation 	<ul style="list-style-type: none"> • 1946 – 1964 • 44% of the workforce • Large number of women entered the workforce • Currently hold the most power and control • Largest generation ever • Formative years marked by global rebuilding and recovering economies • Nuclear and extended families 	
Generation X: GenX/ Baby Busters/ twenty-somethings/ Thirteenth Generation/ Post Boomers (the generation that defied labels) 	<ul style="list-style-type: none"> • 1965 – 1980 • 34% of the workforce • Dual earner couples are the norm • Moving into most leadership positions in the next decade • Strongly affected by divorce 	
The Millennial Generation: Generation Y/ Internet Generation/ Echo Boomers/ Boomlet/ Nexters/ Nintendo Generation/ Sunshine Generation/ Digital Generation 	<ul style="list-style-type: none"> • 1981 – 2000 • 15% of the workforce • Fastest growing workforce 	

Workplace Characteristics:

	WW II Generation	Baby Boomer	Gen X	Millennials
Assets	experience enhanced knowledge dedication focus stability loyalty emotional maturity perseverance	service orientation dedication team perspective experience knowledge	adaptability techno-literacy independence creativity willingness to buck the system	collective action optimism ability to multi-task technologically savvy
Liabilities	Reluctant to buck the system uncomfortable with conflict reticent when they disagree	not always 'budget-minded' uncomfortable with conflict reluctant to go against the flow may put process before result	skeptical distrustful of authority	Need supervision and structure inexperience – particularly with handling people
Prefer managers who...	directive and clear logical set long term goals are fair and consistent have clear job expectations are respectful	are consensual treat them as equals take a democratic approach show warmth and caring assure them they are valuable	competent, direct, straightforward genuine give them a deadline and let them go informal supportive of training and growth opportunities flexible results oriented	educational and know their personal goals coach and support them collaborative organized and create a reasonable structure achievement-oriented motivational
Motivation	when managers connect their actions to the overall good of the company	getting them involved and showing them how they make a difference	allow them to get the job done in their way on their own schedule	when managers connect their actions to their personal goals and career goals
Rewards	tangible symbols of loyalty, commitment and service: plaques, pins, certificates	personal appreciation promotion recognition	free time upgraded resources opportunities for development bottom-line results certificates to add to resumes	awards certificates tangible evidence
Preferred Communication methods	memos letters personal notes	phone calls personal interaction	Voice mail email	IMs blogs texts emails
Managers who drive them crazy	too touchy-feely are indecisive worry about making unpopular decisions use profanity or slang use experimental or trendy management styles are disorganized	aren't open to input are bureaucratic my-way-or-the-highway brusque disinterested practice one-upmanship	micro managers don't walk their talk too much time on process and not on results	are cynical and sarcastic treat them as too young to be valuable are threatened by their techno-savvy are condescending are inconsistent and disorganized

Challenges for Managers

What Are You? _____



Your Staff? _____

Outlook

WW II	Boomers	Gen X	Millennials

Work Ethic

WW II	Boomers	Gen X	Millennials

View of Authority

WW II	Boomers	Gen X	Millennials

Leadership by:

WW II	Boomers	Gen X	Millennials

Relationships

WW II	Boomers	Gen X	Millennials

Perspectives

WW II	Boomers	Gen X	Millennials

Turn Offs

WW II	Boomers	Gen X	Millennials



Similarities You Can Work With

- Work is a vehicle for personal satisfaction and fulfillment – as well as a paycheck
- We want compensation that's in line with the current marketplace
- Workplace culture is important for job satisfaction. Most importantly – feeling valued at work
- Most want an environment where they are recognized and appreciated
- Career development
- Flexibility is important – as long as the work gets done

What 3 things can you do with this information?

1.

2.

3.

How will this affect:

Hiring Practices:

Staff meetings:

Conflict Resolution:

Team Building:

Your Management Style