Welcome
To
Generational Differences:
Why they matter and What to do!

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Who are your cohorts?

Veterans - 1922-1945

Boomers / Joneses - 1946-1964

Generation X - 1965-1980

Generation Y (Millennials) - 1981-2000

Generation Z - 2001 -...
Ideas!

1. Find the chart that indicates the generation that causes you the most frustration.

2. Write all of the specific challenges you have or have had with that generation.
New generational and cultural differences are causing business upheavals, bringing new categories and ways of work into being at warp speed, and causing old ones to shrink or disappear.

“Rocking the Ages.”
Walker Smith and Ann Clurman
New?

“Children nowadays are tyrants.

They contradict their parents, gobble their food and tyrannize their teachers.”
The Workforce

___% are poised for retirement
___ million X’ers in the United States
___ million Baby Boomers (41 – 59)
___ million young Millennials (11-28)
___% - employers are experiencing tensions between multi-generational employees.
___% - older employees are dismissive of younger workers’ abilities.
Nearly ½ - younger employees are dismissive of the abilities of older workers.
<table>
<thead>
<tr>
<th>Major Trait</th>
<th>Traditionalists</th>
<th>Baby Boomers</th>
<th>Generation X</th>
<th>Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Broad Traits</td>
<td>Loyalty</td>
<td>Competition</td>
<td>Self-reliance</td>
<td>Immediacy</td>
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<tr>
<td>Sacrifice, loyalty, discipline, respect for authority</td>
<td>Competitive, long work hours</td>
<td>Eclecticism, self-reliance, free agents, work/life balance, independence</td>
<td>Community service, cyberliteracy, tolerance, diversity, confidence</td>
<td></td>
</tr>
<tr>
<td>Influential Events</td>
<td>Great Depression, World War II, Cold War, Korean War, suburban sprawl begins, first satellite launches</td>
<td>Watergate, women's rights, JFK assassination, civil rights and Martin Luther King Jr., Vietnam War, man walks on the moon</td>
<td>MTV, AIDS, Gulf War, 1987 stock market crash, fall of communism/Berlin Wall, Challenger shuttle explodes</td>
<td>Internet, social media, 9/11 terrorist attack, deaths of Princess Diana and Mother Teresa</td>
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<tr>
<td>Defining Invention</td>
<td>Fax machine, radio</td>
<td>Personal computer, television</td>
<td>Mobile phone, Walkman, computer</td>
<td>Internet, smartphones (text messaging), social media, instant messaging</td>
</tr>
<tr>
<td>Family</td>
<td>Traditional, nuclear</td>
<td>Disintegrating</td>
<td>Latchkey kids, high divorce rate</td>
<td>Blended families</td>
</tr>
<tr>
<td>Education</td>
<td>A dream</td>
<td>A birthright</td>
<td>A way to get there</td>
<td>An incredible expense</td>
</tr>
<tr>
<td>Money</td>
<td>Put it away, pay cash</td>
<td>Buy now, pay later</td>
<td>Cautious, conservative, save, save, save</td>
<td>Earn to spend</td>
</tr>
</tbody>
</table>

Essentials

* Beware of stereotypes.
* Don’t overestimate the role of generations.
* Leave judgments at the door.
* Celebrate differences.
* Respect the whole individual.
* “Platinum rule.”
* Ask Questions!
* Don’t lower your standards – Why?
Motivators

Status
Relationship
Star quality
Mentoring
Meaning
Flexibility
Casual
Technology
Unique
Patience
Respect
Leadership
Pop Quiz!

1. I want to contribute right away.

2. I would never change jobs; that wouldn’t be loyal.

3. I live to work.

4. I’m going to have a life first, and work will come second.

5. Cu@ da bar 4 pza 2nite! Gtg!