# Bridging the Generation Gap

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# Today's Presenter

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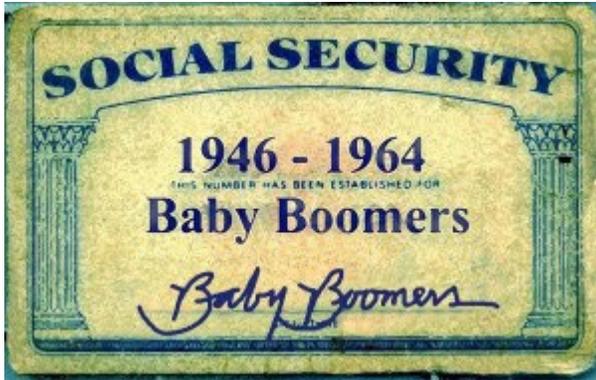| CATEGORY | BUILDERS | BABY BOOMERS | GENERATION X | GENERATION Y | GENERATION Z | GEN ALPHA |
|---|---|---|---|---|---|---|
| Slang terms | *We prefer proper English if you please*<br>Born: < 1946<br>Age: 76+ | *Be cool  Peace  Groovy  Way out*<br>Born: 1946-1964<br>Age: 57-75 | *Dude  Ace  Rad  As if  Wicked*<br>Born: 1965-1979<br>Age: 42-56 | *Bling  Funky  Doh  Foshizz  Whassup?*<br>Born: 1980-1994<br>Age: 27-41 | *🔥  Fam  GOAT  Slay  Yass queen*<br>Born: 1995-2009<br>Age: 12-26 | *lit  yeet  hundo  oof  rn  idrc*<br>Born: 2010-2024<br>Age: under 12 |
| Social markers | World War II<br>1939-1945 | Moon landing<br>1969 | Stock market crash<br>1987 | September 11<br>2001 | GFC<br>2008 | COVID-19<br>2020 |
| Iconic cars | Model T Ford<br>Final, 1927 | Ford Mustang<br>1964 | Holden Commodore<br>1978 | Toyota Prius<br>1997 | Tesla Model S<br>2012 | Autonomous vehicles<br>2020s |
| Iconic toys | Roller skates | Frisbee | Rubix cube | BMX bike | Folding scooter | Fidget spinner |
| Music devices | Record player<br>LP, 1948 | Audio cassette<br>1962 | Walkman<br>1979 | iPod<br>2001 | Spotify<br>2008 | Smart speakers<br>Now |
| Leadership style<br>L - Leader<br>I - New leaders | Controlling | Directing | Coordinating | Guiding | Empowering | Inspiring |
| Ideal leader | Commander | Thinker | Doer | Supporter | Collaborator | Co-creator |
| Learning style | Formal | Structured | Participative | Interactive | Multi-modal | Virtual |
| Influence/advice | Officials | Experts | Practitioners | Peers | Forums | Chatbots |
| Marketing | Print (traditional) | Broadcast (mass) | Direct (targeted) | Online (linked) | Digital (social) | In situ (real-time) |

# Getting to know you.....

**What generation are you from?**

**What are your greatest challenges with the generation gap at work?**

# WE are the best and most resilient!

# Stereotypes



**Boomers (1946-1964)**
Out of touch and disinterested in learning new things, set in their ways, authoritarian, grumpy



**Gen X (1965-1980)**
Critical, cynical, poor team members, closed minded



**Millennials Gen Y (1981-1996)**
Entitled and lazy, self-centered, disloyal job hoppers



**Gen Z (1997-2010)**
Short attention spans, addicted to technology, poor social skills, job hoppers



**Gen A (Alpha) (2010-present)**
Checked out due to constant connectivity to tech, spoiled

# Characteristics

**Boomers (1946-1964)**
Dedicated to their work, identity/worth attached to work, good mentors

**Gen X (1965-1980)**
Committed to balancing work and family, resourceful, independent, problem solvers

**Millennials/ Gen Y (1981-1996)**
Tech-savvy, efficient, results oriented, seek work life balance, supports social justice, tolerance, diversity and teamwork

**Gen Z (1997-2010)**
Resourceful, independent learners, value diversity and inclusivity, priority on well being and mental health in workplace

**Gen A (Alpha) (2010-present)**
Focused on family, environment, inclusivity, beyond tech savvy

# Different Priorities

| | Silent Generation 1928-1945 78+ years old | Baby Boomers 1946-1964 59-77 years old | Generation X 1965-1980 43-58 years old | Millennials 1981-1994 29-42 years old | Generation Z 1995-2009 Oldest are 28 years old |
|---|---|---|---|---|---|
| **VALUE** | • Traditional values in workplace such as days and hours.<br>• Loyalty<br>• Strong work ethics<br>• Human connections<br>• Formality (attitude & environment) | • Loyalty<br>• Competitive<br>• Hard-working individuals<br>• Pride themselves in their work<br>• Value hierarchy | • Pride in entrepreneurial spirit<br>• Relax & flexible environment<br>• Healthy work-life balance<br>• Monetary awards (bonuses)<br>• Personal development<br>• Autonomy to make choices | • Clarity in expectations<br>• Feedback<br>• Having the tools to be productive<br>• Growth in organization<br>• Enjoying their work<br>• Relaxed work environment | • Flexible work environments<br>• Clear directions<br>• Clear expectations<br>• Recognition<br>• Value mentors<br>• Seeks job security<br>• Diversity<br>• Social responsibility |
| **CONTRIBUTION** | • Network<br>• Mentors<br>• Knowledge<br>• Experience | • Risk-takers<br>• Dedicated to their jobs<br>• Help create innovative workplaces<br>• Motivated to teach younger generations<br>• Inspire teams<br>• Good mentors | • Efficiency<br>• Innovators<br>• Strong work ethics<br>• Leaders<br>• Communicate well with others | • Tech savvy<br>• Results oriented<br>• Seek efficiency<br>• Innovative solutions<br>• Challenge status quo | • Broad and innovative thinking<br>• Global mindset<br>• Tech savvy<br>• Adaptive to change<br>• Strong social relationships |
| **MANAGERS ROLE** | Provide offline work opportunities | Approaching retirement age, they will work for a longer time if they are provided with flexible work schedules & chance to work from home. | Flexible schedule that supports their work-life balance.<br>Provide them with challenges and opportunities to innovate. | Mentorship and consistent feedback, they value that. Flexible work schedules & chance to work from home. | Invest in their growth and offer them mentorship, coaching and training. |

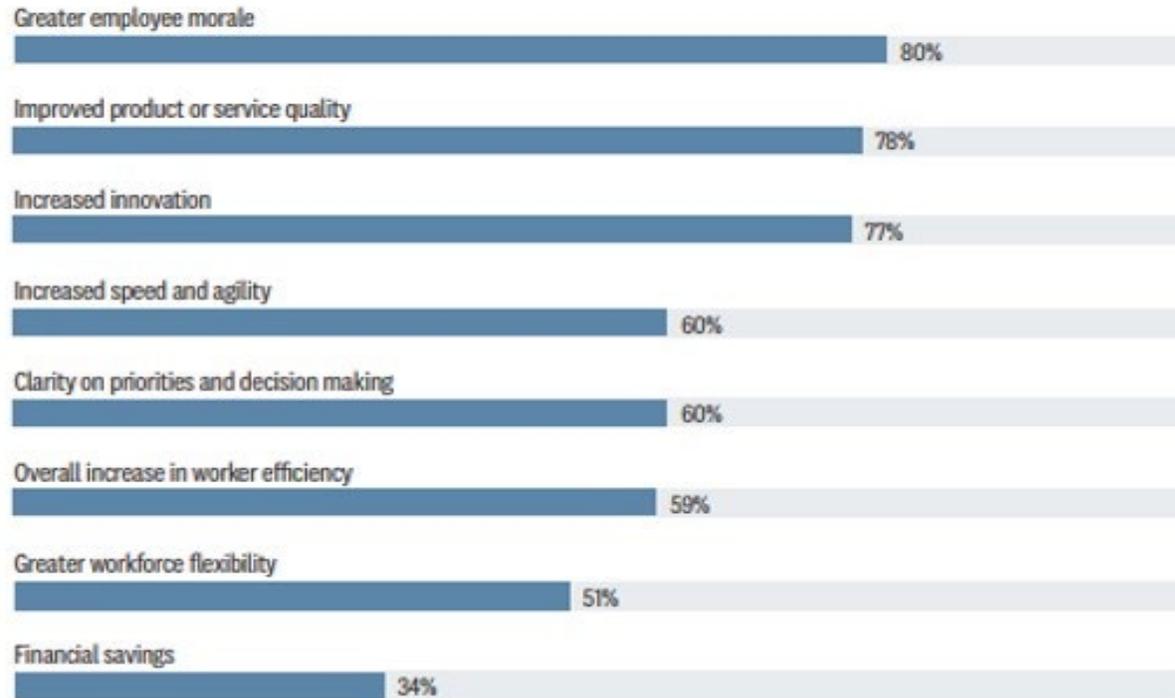https://www.piqe.org/generational-differences-or-generational-strengths/

# Are generation gaps affecting my organizational results?

- Different Priorities

- Miscommunication/Stereotypes

- Varying Learning and Development Needs

- Work-Life Expectations

- Lack of Collaboration-Avoidance

# Benefits of Cohesive Work Teams



**PERCEIVED BUSINESS BENEFITS OF COLLABORATION**
Business benefits expected from strong collaboration and/or teamwork

Greater employee morale — 80%

Improved product or service quality — 78%

Increased innovation — 77%

Increased speed and agility — 60%

Clarity on priorities and decision making — 60%

Overall increase in worker efficiency — 59%

Greater workforce flexibility — 51%

Financial savings — 34%

# How Do We Get There?

- Rely on collaborative work teams to solve business issue, create processes and procedures to improve results and work environment

- Mentoring, role modeling, and encouraging team members to beware of and get beyond stereotypes, get to know one another

- Encourage communication and collaboration across departments and generations

- Bring the organization together in non-results-oriented environment

- Use DiSC and other training to open the conversation, improve self awareness and emotional intelligence in relation to working with others

# DiSC Assessments

DiSC assessments provide vital information regarding work and communication style, decision making, and preferences leading to greater self awareness and understanding of others

Based on factors of Dominance, Influence, Steadiness, and Conscientiousness

Measures proclivity towards collaboration or autonomy and tendency toward quick decision making or weighing in facts

Assists in understanding one's tendencies in relation to relating with other styles

Can open the conversation about generational differences, stereotypes, and how best to collaborate and accept one another

# Summary

- Educate yourself and your staff and be aware of the generational stereotypes, biases, and positive characteristics of each generation

- Create a positive impact on your organization by valuing individual differences, catering to strengths, work styles, and motivators

- Consider using DiSC training to open these conversations

- Use collaborative work teams and focus groups to develop processes, procedures, and solutions for business issues

# Additional Resources

- Generations at Work: Managing the Clash of Veterans, Boomers, Xers, and Nexters in Your Workplace, by Ron Zemke, Claire Raines, and Bob Filipczak.

- When Generations Collide: Who They Are, Why They Clash, How to Solve the Generational Puzzle at Work, by Lynne Lancaster

- DiSC Training to open the conversation amongst your team

QUESTIONS

# About GTM

- Industry-leading HCM technology
- Best-in-class HR consulting services
- Business insurance and employee benefits
- Dedicated, local support
- Serving Capital Region for 30+ years

# Want to continue this conversation?

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