

## FOUR GENERATIONS IN THE WORKPLACE

PCOR Partnership Annual Meeting— September 12, 2012

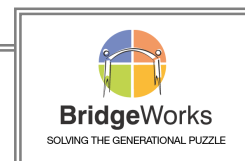
### Who are the Generations?

GENERATION	INFLUENCES	TRAITS
<b>TRADITIONALISTS:</b>  Born prior to 1946 75 million	The Great Depression, the New Deal, World War II, the GI Bill, the Cold War, Pearl Harbor	Patriotic, loyal, desiring to leave a legacy, fiscally conservative, faith in institutions
<b>BABY BOOMERS:</b>  Born 1946–1964 80 million	Booming birthrate, economic prosperity, recession, Vietnam, expansion of suburbia, anti-war protests, Watergate, women's and civil rights movements, sex, drugs, and rock 'n' roll	Competitive, questioners of authority, eager to put their own stamp on institutions, sandwiched, optimistic
<b>GENERATION XERS:</b>  Born 1965–1981 60 million	<i>Sesame Street</i> , MTV, personal computer, divorce, Title IX, AIDS, crack cocaine, missing children on milk cartons	Eclectic, resourceful, self-reliant, skeptical of institutions, highly adaptive, independent
<b>MILLENNIALS:</b>  Born 1982–2000 82 million	Terrorism, fall of the Berlin Wall, expansion of technology and the media, mixed economy, violence, drugs and gangs	Diverse, cyber-literate, media savvy, realistic, environmentally conscious, collaborative

### Engaging Each Generation

How does your organization meet the needs of each generation?

- **Traditionalists: Contributors with wisdom and experience.** 72% of Traditionalists plan to return to work in some capacity after they retire. Only 40% of Traditionalists say their companies do a good job of making them want to stay.
- **Baby Boomers: Striving to keep learning and to have a lasting impact:** 43% of Boomers say they lack opportunities to be mentored at work; 30% say that not having a mentor contributes to job dissatisfaction.
- **Generation X: The new “sandwich” generation:** Generation Xers are often frontline managers of Millennials, yet were mentored by Baby Boomers. Life balance remains critical to Gen X. 80% of Xer men say time with family is more important than a higher salary.
- **Millennials: High speed collaborators:** More than 1 in 3 Millennials strongly agree that they are good about sharing info with other generations. However, only 1 in 8 agree that other generations are good at sharing knowledge with them.



## Generations and Communication

GENERATION	TIPS	ACTION PLAN
<b>TRADITIONALISTS...</b>	<ul style="list-style-type: none"> <li>Recognize their experience. Connect and listen.</li> <li>Create opportunities for them to teach, coach, and mentor.</li> <li>Realize the benefits of a collaborative leadership approach and recognize times when top-down works.</li> </ul>	1. _____ _____ 2. _____ _____ 3. _____ _____
<b>BABY BOOMERS...</b>	<ul style="list-style-type: none"> <li>Recognize the need for formal, documented communication.</li> <li>Focus on how they can make an impact and leave a legacy.</li> <li>Beware of burnout. Help Boomers learn to delegate.</li> <li>Make meeting work for everybody. Provide clear decision points and agendas.</li> <li>Communicate in ways that work for everybody. Meet Boomers half way.</li> </ul>	4. _____ _____ 5. _____ _____ 6. _____ _____
<b>GENERATION XERS...</b>	<ul style="list-style-type: none"> <li>Respect Xers' skepticism.</li> <li>Provide straight talk.</li> <li>Support their ideas and desire to innovate and to keep learning.</li> <li>Increase the pace of feedback and training.</li> <li>Provide opportunities to lead.</li> <li>Provide career paths that allow for life balance.</li> </ul>	1. _____ _____ 2. _____ _____ 3. _____ _____
<b>MILLENNIALS...</b>	<ul style="list-style-type: none"> <li>Understand their need to collaborate and provide them with both opportunities and tools.</li> <li>Communicate frequently.</li> <li>Find ways to bring their voices to the table.</li> <li>Show them how their role contributes to the larger mission.</li> </ul>	1. _____ _____ 2. _____ _____ 3. _____ _____