

Baby Boomers, Generation Xer's, and Millennials...OH MY!

Understanding the Multigenerational Workforce

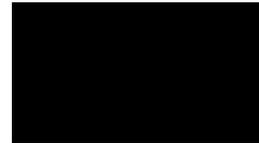
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Objectives



Huge disconnect, lack of understanding, and little tolerance among the generations.

Millennials vs. Baby Boomers



Two Volunteers Needed

- Millennial
– Someone born between 1981 - 2000
- Baby Boomer
– Someone born between 1945 - 1964

Helicopter Parents



...more about Baby Boomers later

Disclaimer

- This presentation may contain information that is confidential, privileged or unsuitable for overly sensitive persons with low self-esteem, no sense of humor or irrational beliefs. No animals were harmed in the making of this presentation, although the Yorkshire Terrier next door is living on borrowed time, believe me. All characters and events in this presentation - even those based on real people - are entirely fictional. Any spelling mistakes are all entirely my fault. Any grammar errors spotted in this presentation were put there intentionally, because I could. Opinions expressed herein are solely my own and may or may not reflect my opinion at this particular time or any other.

Generalizations

Broad statements about what a group of people or things have in common without regard to an individual



Generations

Generation	Born	Age in 2017
The Greatest Generation	< 1928	90 - 102
The Silent Generation	1928 - 1945	72 - 89
The Baby Boomer Generation	1946 - 1964	53 - 71
Generation X	1965 - 1980	37 - 52
The Millennial Generation (Gen Y)	1981 - 1997	20 - 36
Generation Z	1995 - 2012	5 - 22

Micro-Generation
1977 - 1983

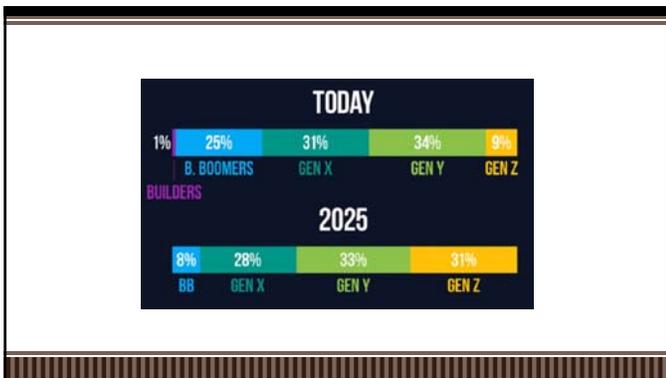
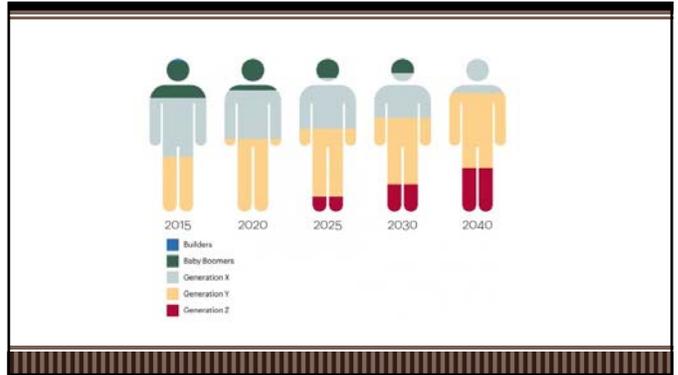
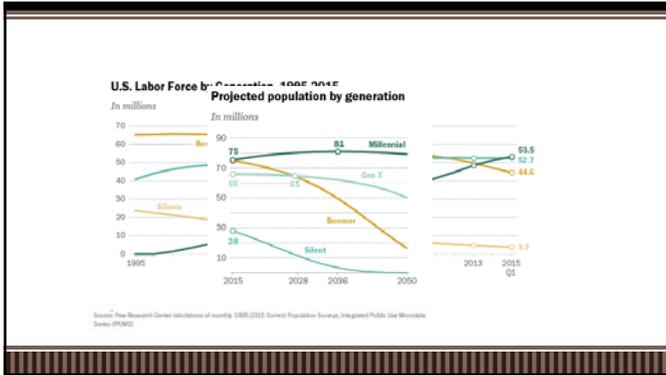
Life After the Millennials...

- Alpha Generation



Alpha Generation





The Silent Generation

- 55M; majority retirees
- Born 1928 – 1945; came of age 1946 – 1963; 72 – 89 years old
- Shaped by historic events
- Typical Values
 - Stoic
 - Strong work ethic
 - High standards of professional behavior
 - Frugal

The Silent Generation

- Characteristics
 - They prefer direct communication (clear and straight forward)
 - Believe in authority
 - Conservative; resist change; slow to adapt to innovation
 - Expect everyone to be truthful
 - Keepers of a vast array of knowledge and experience
 - Demand quality
 - Understand the nobility of sacrifice for the common good

The Silent Generation

- At Work
 - Very loyal to employers
 - Excellent interpersonal skills
 - Promotions come from tenure
- Cultural Influences
 - Mickey Mouse
 - The Lone Ranger
 - Superman

MANTRA: "I succeeded by working hard all of these years to earn my place. So should you."

The Baby Boomer Generation

- 76M
- Born 1946 – 1964; 53 – 71 years of age
- Shaped by historic events
- Typical Values
 - Optimistic
 - Career-focused
 - Success-oriented
 - Question institutions and hierarchy



Baby Boomers

- Characteristics
 - Run governments
 - Social cause oriented
 - Very little regard for authority and experts
 - Love flexibility; change careers often
 - Free spirited
 - Rules are there as a guide

Baby Boomers

- At Work
 - Work ethic measured in hours
 - Teamwork is critical to success
 - Relationship building is important
 - Expect loyalty from those they work with
- Cultural Influences
 - The peace sign
 - MLK
 - TV Dinners
 - Barbie/GI Joe

MANTRA: "I succeeded by being savvy enough to know that the future belongs to those who make things happen."

Generation X

- 50M; Single parent families
- Born 1965 – 1980; 37-52 years of age
- Shaped by historic events
- Typical Values
 - Independent
 - Entrepreneurial
 - Used to change
 - Challenge institutions and hierarchy



Generation X

- Characteristics
 - Very comfortable with technology
 - Fend for themselves
 - Quest for emotional security
 - Multi-taskers
 - Suspicious of the Boomer Values
 - Generally well educated and self reliant
 - Not interested in status symbols



Generation X

- At Work
 - Casual; friendly; Very skeptical
 - Work smarter, not harder
 - Want open communication
 - Value control over their time
 - Value autonomy and freedom
 - Motivated by challenging individual assignments
- Cultural Influence
 - Brady Bunch, E.T., Cabbage Patch Kids,
 - Angels and Demons
 - Wired Magazine

MANTRA: "I can succeed if I look out for myself and anticipate the ups and downs headed my way"

Millennial Generation (Gen Y)

- 80M; ethnically and racially diverse
- Born 1981 – 1997; Age 20-36; fastest growing sector of the workforce
- Shaped by historic events
- Typical Values
 - Tech savvy
 - Confident
 - Ambitious
 - Cultural and racial diversity
 - Instant and constant gratification



Millennials (Gen Y)

- At Work
 - Want open and constant communication
 - Need positive reinforcement
 - Work to live
 - Tough to manage
 - Entitled, self-interested
 - Want to work in a place with purpose
- Cultural Influences
 - Barney
 - Harry Potter
 - Video Games

MANTRA: "I will succeed because I can navigate a changing world. If you can't keep up, get out of the way"

Millennials

- Parenting
 - Product of "failed parenting"
- Technology
 - Engagement with social media/cell phones and Dopamine
 - Inability to form deep meaningful relationships; lack coping ski



Millennials

- Impatience
 - Instant gratification; Amazon, Netflix
 - Everything is instant EXCEPT relationships and job satisfaction
- Environment
 - Corporate environments
 - Lack of good leadership
 - Companies have to pick up the slack

Generation Z

- 23M
- Born 1995 – 2012; age 5 – 22
- Shaped by historic events
- Typical Values
 - Independence
 - Privacy?
 - Thrive on bits of information
 - Technology



Generation Z

- Most are children of Generation X
 - Wealthier families, older parents, less siblings
- Predicted: spoiled, gifted, highly trained and skilled, digital natives who breath technology
- Have more consumer items
- Highly developed multi-tasking skills
- Believe everything on the internet

Generation Z

- At Work
 - Collaborative and creative
 - Will be more self directed
 - Will process information quickly
 - Will be smarter
 - They want communication in 5 words with a big picture



So...What does this all mean

- Baby Boomers and Generation X



What do we do?

- BB and Gen X
 - Stop worrying about the numbers
 - Help them build confidence
 - Overcome challenges of a digital world
 - Work extra hard to build their confidence, teach social skills
 - Allow little interactions to occur
 - Remove cell phones from conference rooms

What do we do?

- Millennials and Gen Y
 - Acknowledge your addiction
 - Leave your cell phones home
 - Don't blame yourselves
 - Patience
 - Love, joy, job satisfaction, relationships take time
 - Enjoy the world

Thank you and My
Apologies

Questions