



# BEING PREPARED

Making a Difference  
In  
The Workplace



# INTRODUCTION POINTS



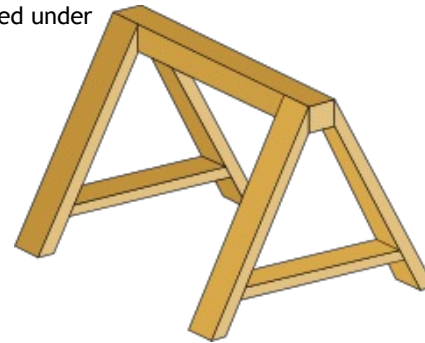
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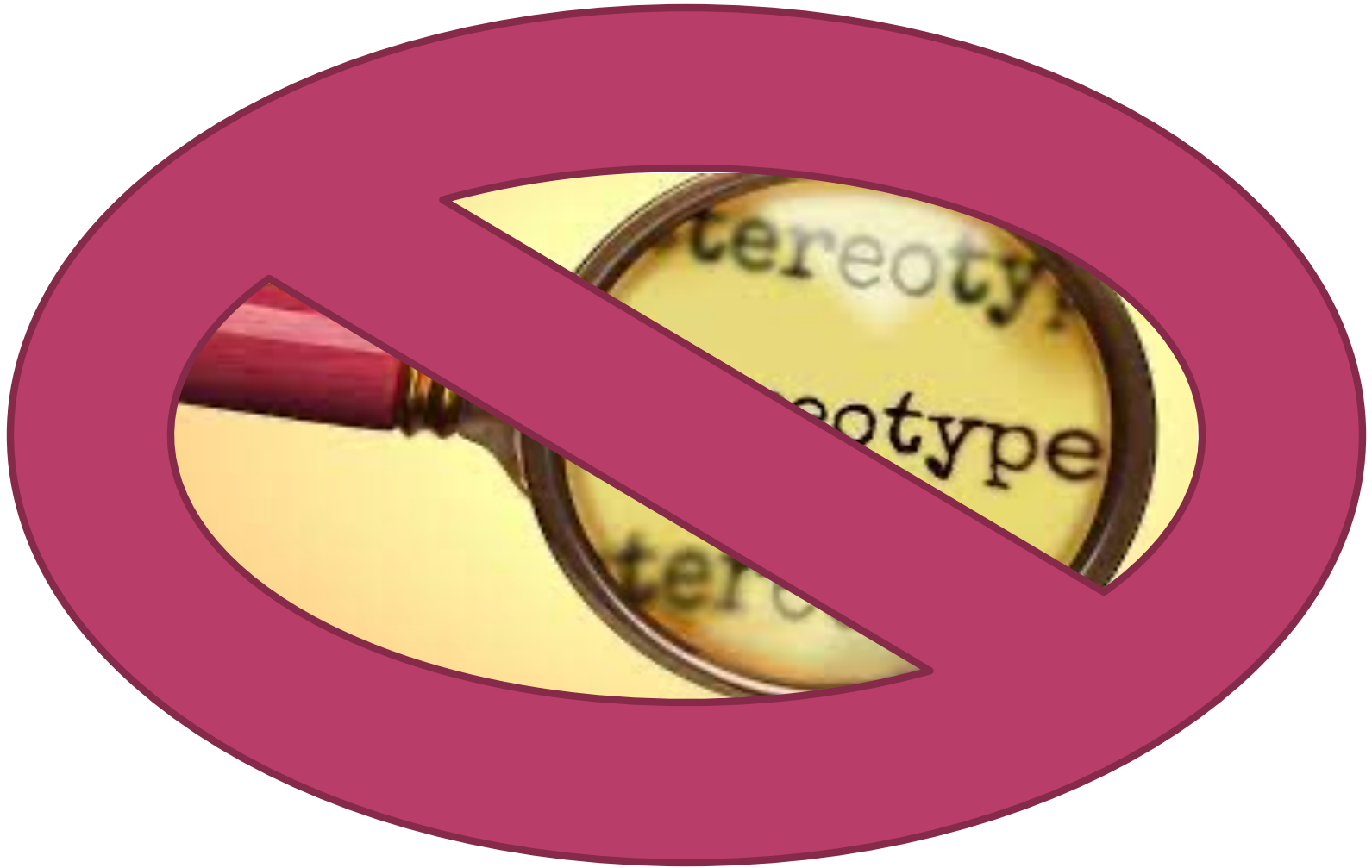


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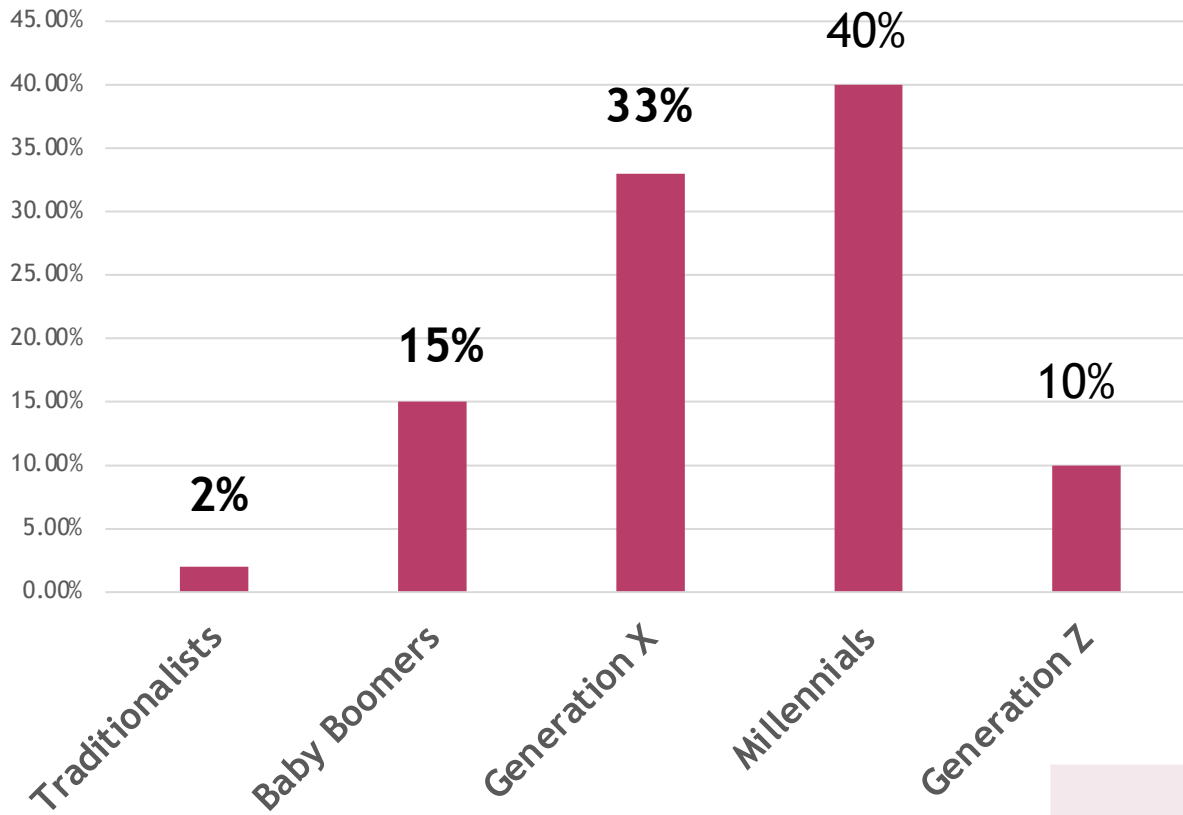
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- Every Generation is Different
- Events Occurring around Middle School
- Some Events Impact All Generations





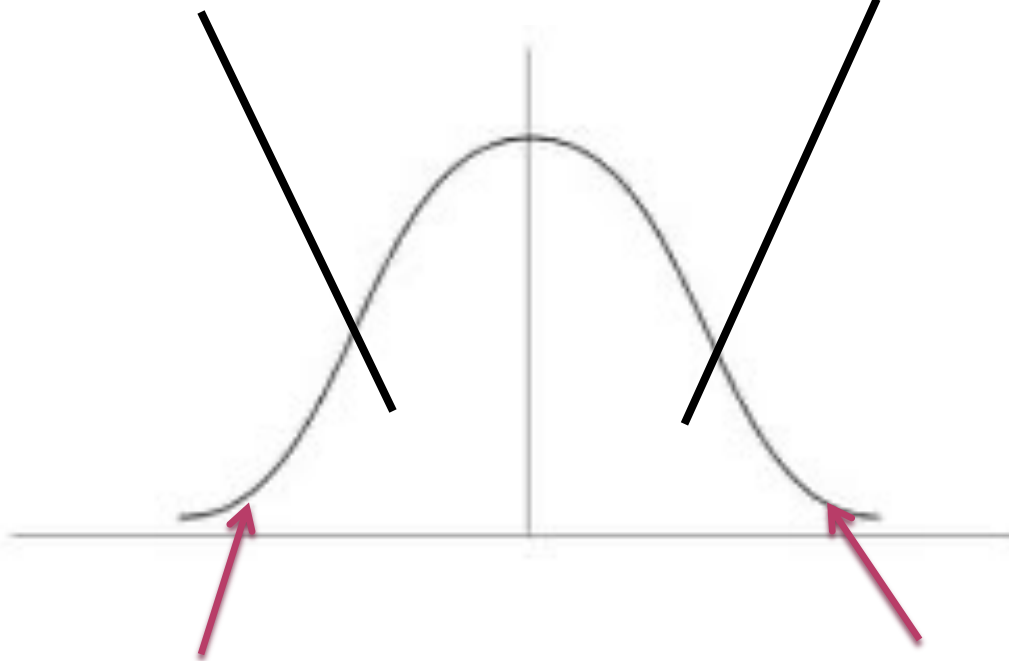
# GENERATIONS IN THE WORKFORCE



Traditionalists	2.00%
Baby Boomers	15.00%
Generation X	33.00%
Millennials	40.00%
Generation Z	10.00%

# A GENERATIONAL SPREAD

Majority of the generation



More like the previous generation or not like their generation

More like the next generation or not like their generation

# ANDY & EILEEN THE TRADITIONALIST

## BORN BEFORE 1946

### ○ Events

- The Great Depression
- Dust Bowl
- WW II
- Radio
- Election of FDR
- New Deal, CCC, Social Security
- Labor Unions
- Korean War

### ○ Environment

- The Boss Knows
- Make do or do without
- Stay in line
- Sacrifice
- Be heroic
- Consider the common good
- Delayed Reward
- Honor

# MIKE & PATTY

## THE BABY BOOMERS 1946 - 1964

### ⦿ Events

- Civil Rights Movement
- First Nuclear Power Plant
- Birth Control
- JFK Elected
- Cuban Missile Crisis
- Vietnam
- First Moon Landing
- Kent State Shootings
- Television in Every Home

### ⦿ Environment

- Kids not an Economic Necessity
- Millions of Them-Reversed Population Trend
- Healthier/Reduced Infant Mortality Rate
- More Wanted, Dotted On
- They were the Focus
- Child Rearing - A Hobby
- Improved Schools, Hospitals, & Homes



# DEREK & KELLY

## THE GENERATION X 1964 - 1980

### ○ Events

- Woman's Liberation Movement
- Munich Olympics
- Watergate
- Energy Crisis
- First Personal Computers
- 3-Mile Island
- Stock Market Dive
- Valdez Oil Spill
- Challenger Disaster
- Massive Corporate Downsizing

### ○ Environment

- Birthing Recession
- First Real Use to stop Pregnancy
- Not Hand-Held
- Both Parents Working
- Latch Key Kids
- Parents Laid Off
- Parents Divorced
- Tough Job Market

# ASHLEY & ANDREW

## THE MILLENNIALS

1980 - 1995

### ○ Events

- Personal Computers & Technology Growth
  - Cell Phone
- Schoolyard Shootings
- Oklahoma Bombing
- Presidential Scandal
- TV Talk & Reality Shows
- Internet Gaming
- 9/11/War on Terrorism
- Price of Education

### ○ Environment

- Back to Child Focus
- Busiest Generation Ever/High Stress
- Scheduled in everything
- In on Decision-making
- Parental Involvement
- Solid Education System
- TV Shows for Kids
- Single Mom Families
- Technology Natives

# GRACIE AND STEVEN

GENERATION Z

1995 - 2012

## ○ Events

- 24/7 Connection
- 2008 Economic Crisis
- Extreme Division of the Country
- School Shootings
- COVID-19/Remote Work/School
- Technology Growth
- Cost of Higher Education

## ○ Environment

- Continuation of Some Millennial Trends.
- But More Individual-Oriented
- Technology in their DNA
- Scheduled in everything
- Parental Involvement
- Safety to the extreme
- Adult Oversight
- Gender Expansion
- Increased Diversity
- Single Parent Families

**It Does Matter  
When You are  
Born**

*Think of the changes in our lifetime...  
Positive or Negative? Who's to Say?*

- ◉ Divorce
- ◉ Single Mothers
- ◉ Interracial Marriages
- ◉ Smoking in Public
- ◉ 60 Hour Workweek
- ◉ Mini Skirts
- ◉ The Beatles
- ◉ Casual Fridays
- ◉ Outlook (Practical v. optimistic)
- ◉ Lying Politicians
- ◉ Facial Hair
- ◉ Length of Hair
- ◉ Public Dissent of Authority
- ◉ Use of Email
- ◉ Social Media
- ◉ Work Ethic (Dedicated v. Driven v. Secondary)

**ADJUST**

**ADAPT**

**CHANGE**



Recognize  
That It Is  
There.  
How Can  
Your Team  
Adapt?

# NAVIGATING THE DIFFERENCE

## ⦿ Preferences

- Make sure they don't move to expectations/demands
- Teach everyone to choose what hill they want to die on.
- Ask what your motives are in a particular situation.

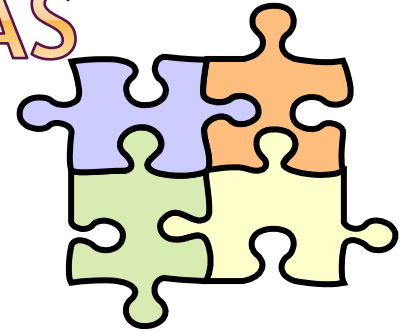
## ⦿ Expectations

- Learn your team members' expectations.
- Remember before one can be disillusioned, they first must be "illusioned."
- Talk about them. Don't let the conflict marinate.

## ⦿ Requirements/Demands

- Don't let demands interfere with mission.
- Don't let "me" overtake "we."

# TECHNIQUES AND/OR IDEAS



- ◉ Plan Your Time
  - More Feedback and More Often
  - Career Planning, Career Coaching and Job Performance
- ◉ The Titanium Rule
  - “Do Unto to...” What do they want?
- ◉ Initiate Conversations about Generations
  - Ask Them to Help Solve Issues
  - Ask Them What Their Needs Are
- ◉ Ask People about Their Needs & Preferences
  - Ask Them Their Strengths
  - Create an Environment for Success



# BRIDGING THE GAP

- Identify each generation's strengths. Play off of those.
- Intentionally spend time together.
  - Working on a community project
  - Attending a sporting event
- When differences arise, go to the points of agreement first.
- Make sure your team understands your leadership philosophy.
  - Timeliness, listening
- Sponsor a mentorship program.

# ADDITIONAL TECHNIQUES/IDEAS

## ◉ Offer Options

- Healthcare, Rewards, Career “Lattice” not Ladder
- Time Off, Meeting Formats

## ◉ Personalize Your Style

- Lead Individually: “Read them before you lead them.” (Elmore, 2022)

## ◉ Build on Their Strengths

- Find Them and Use Them for Your Success

## ◉ Pursue Different Perspectives

- Seek Different Solutions, Different Types of People, Different Opinions

# THE TRAITS OF A GENERATIONAL LEADER

## What to Be

- ◉ Willing to Change
- ◉ Knows You are In Control
- ◉ Willing to Accept Challenges from Employees
- ◉ Works to Strengthen the Relationships
- ◉ Enjoys Working w/ Young
- ◉ Feels They are the Key to Success

## What Not to Be

- ◉ Wants Others to Change
- ◉ Will Not Change
- ◉ Feels Out of Control
- ◉ Wants Full Control
- ◉ Focuses on Your Authority
- ◉ Feel “Old” Around Young People
- ◉ Focus on Your “Success”

Adapted from “Managing Millennials” by Chip Espinoza, Mick Ukleja, Craig Rusch, pg. 26.

# WINNING HEARTS W/O LOSING YOUR VALUES

- ◉ Think Connection, not control
  - Who do we really control, make a personal connection
- ◉ Think Ask, not tell
  - Lead by asking questions
- ◉ Think equation, not rules
  - If you do this, that is the consequence. If you do that, this is the benefit
- ◉ Think Descriptive, not prescriptive
  - Set the goal, let the team choose the steps to reach it
- ◉ Think Expose, not impose
  - Illustrate your point; ask for their insight
- ◉ Think Mentor, not manage
  - A mentor is known to have their best interest at heart

# NEEDS FOR GENERATION Z THE PANDEMIC POPULATION

- Think of the word “FOREIGN”
  - Fluid
    - Always changing
  - Overwhelmed
    - 1 in 10 considered suicide in previous year
    - Only 45% reported good or excellent mental health (APA)
  - Reinvention
    - To be different is the new normal
  - Entrepreneurial
  - Independent
    - Time alone on a smart device
  - Geek
    - A hackers mindset
  - Networked
    - The global generation

(From: “A New Kind of Diversity,” Elmore, T. 2022)

# KEY POINTS

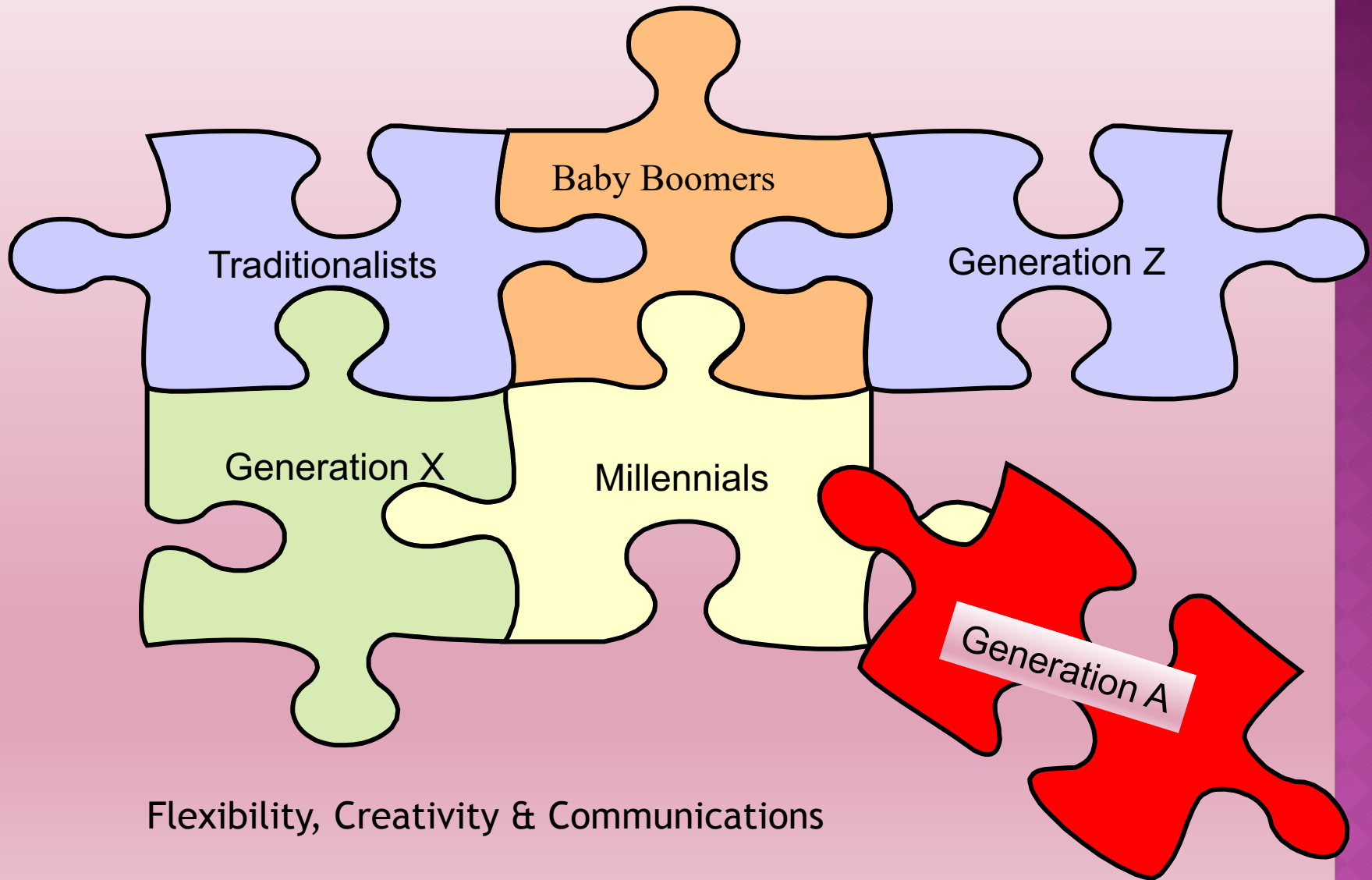
- “IT” does matter when you are born
  - Five Generations—all different
- Most of us did not change to match our parents
- Leading Millennials & Gen Z is time consuming
  - Talk about differences
    - Offer options
  - Be interested in change
    - Be in charge



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LOOK OUT FOR & YIELD TO THEM

# QUESTIONS



Flexibility, Creativity & Communications





# THE TRAITS OF A GENERATIONAL MANAGER

- ◉ Willing to Change
- ◉ Are In Control
- ◉ Willing to Accept



## Challenges from Employees

- ◉ Tend to Strengthen the Relationships
- ◉ Enjoy Working w/ Young
- ◉ Feel They are the Key to Success\*\*\*

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Mick Ukleja, Craig Rusch, pg. 26.

# ACORN



**Accommodate** Differences, **Create** Choices, **Operate**, **Respect** Competence,  
& **Nourish** Retention

From Claire Raines, *Beyond Generation X*, (Crisp Publications, pg 44)  
& *Connecting Generations*, Crisp Publications