



# iGenerations@Work

Millennials, X'ers and  
Boomers, Oh My!

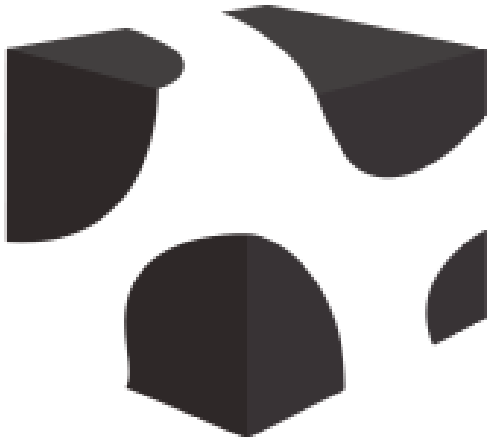
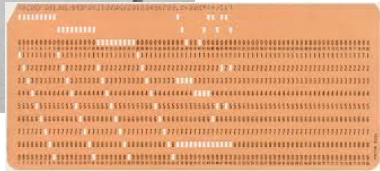
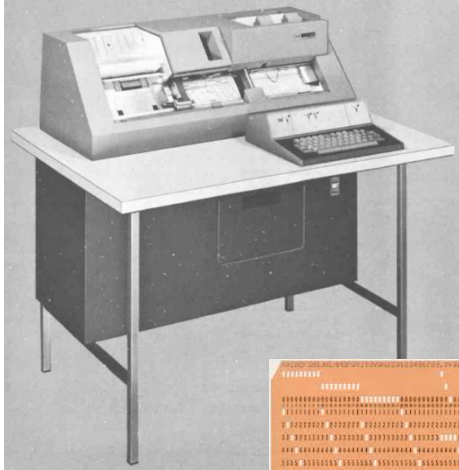
Rodd Welker



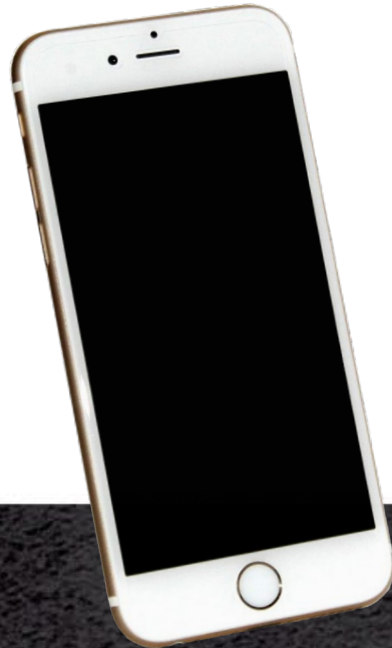
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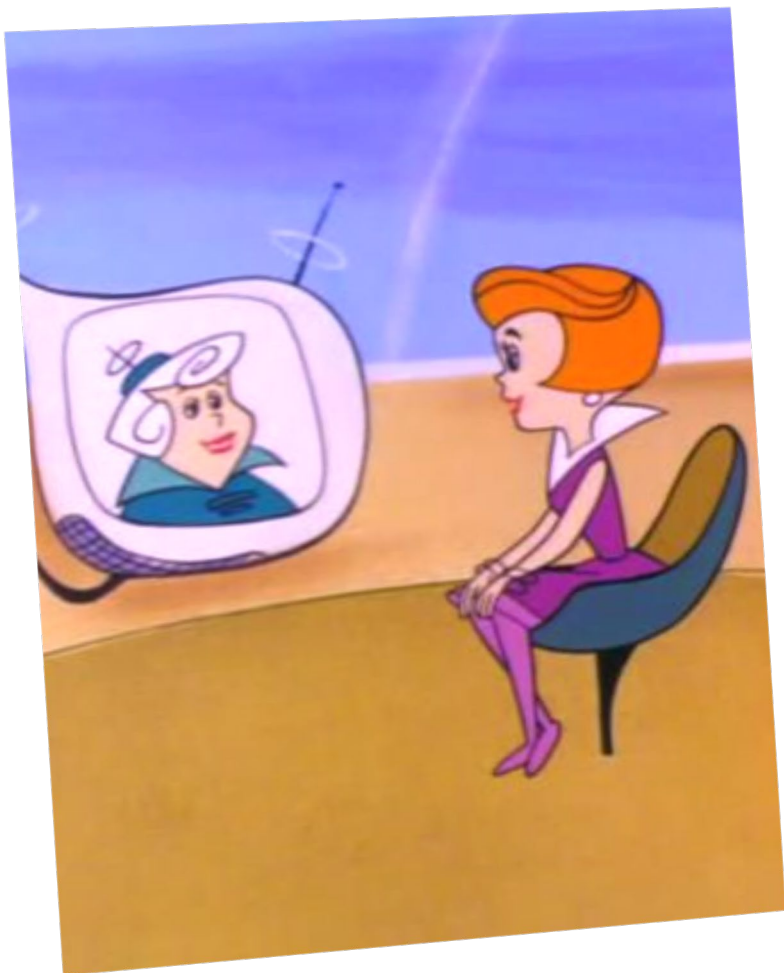
**REMEMBER  
WHEN ...**

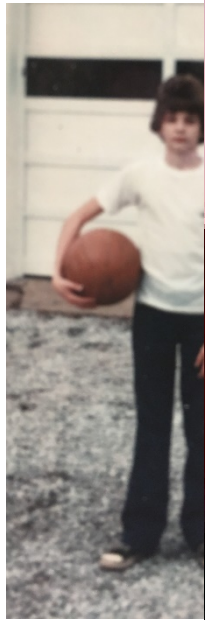












**I REMEMBER**

**BEING THE REMOTE CONTROL**

# FAQs on Generations



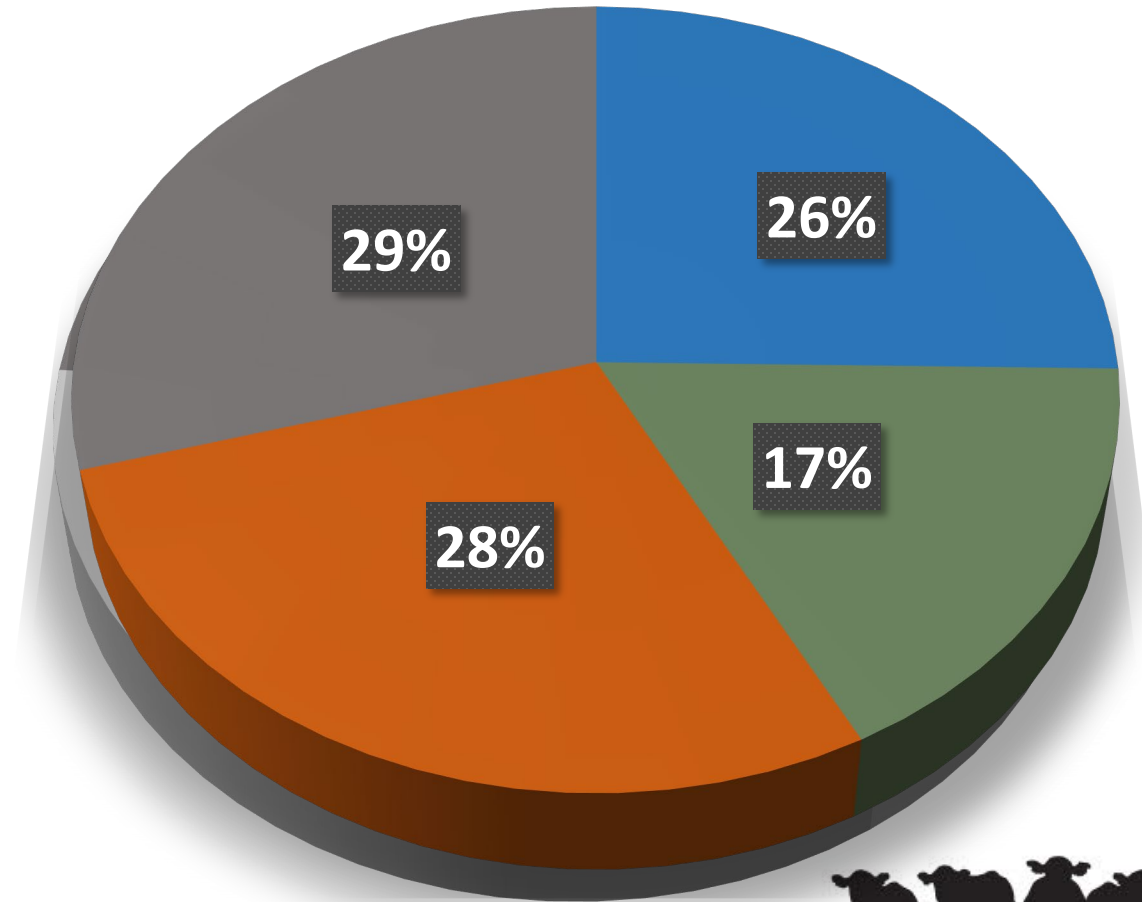
# Current population, by generation

**Boomers: 1946–1964**

**Gen X: 1965–1976**

**Millennials: 1977–1995**

**Gen Z: 1996–TBD**





- ▶ Baby Boomers are retiring
- ▶ Millennials outnumber Boomers in the workplace
- ▶ 1 in 3 employees reports to someone younger
- ▶ 1 in 7 reports to someone a full decade younger
- ▶ Gen Z entering workforce – 4.5 million a year



# TRENDS that SHAPE GENERATIONS:



Parenting



Technology



Geography




Major events



Economics

# DISCLAIMER





“But that’s  
not me!”

# Boomers

1946 – 1964

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Civil Rights

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Sexual revolution

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Space travel

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Rejection of traditional values

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Radicals of the 70's

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Yuppies of the 80's

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Woodstock

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JFK and MLK assassination



Workcentric



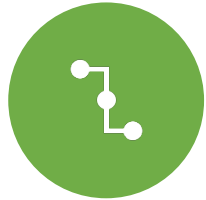
Optimistic



Personal  
gratification



Recognition



Like to be  
involved



Health &  
wellness

# Baby Boomer Characteristics

# Baby Boomers

## Work Place Desires

- Avoid indirect communication
- Appreciated for their knowledge and experience
- Want to remain relevant
- Retirement sensitivity

# GEN. X

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1965–1976

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Iran-Contra affair

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Energy Crisis

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AIDS

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Roe vs. Wade

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Dual income families

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Latchkey kids

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Y2K

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Divorce

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Operation Desert Storm



Independent



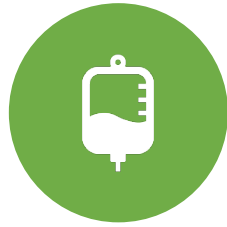
Diversity is the norm



Value free time



Creative risk takers



Fluid careers



Fun in the workplace

# GEN. X CHARACTERISTICS

# GEN. X

## Work Place Desires

- Work-Life balance
- Freedom & flexibility
- Access to leadership & info.
- Positive & fun environment
- Autonomy & informality
- Project and outcome focused

# Millennials

1977 – 1995

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The Great Recession

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Internet

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Facebook/Twitter

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Terrorist Attacks – 9/11

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War on Terror

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School shootings

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Climate change debate

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Student loan debt



TWO DISTINCT  
GROUPS



NATURAL  
NETWORKERS



THRIVE ON  
CHALLENGE &  
GROWTH  
OPPORTUNITIES



HIGH  
EXPECTATIONS



TECH-SAVVY OR  
DEPENDENT



INSTANT  
FEEDBACK



CONFIDENT



VALUE DIVERSITY

# Millennial Characteristics

# Millennial

## Work Place Desires

- Flexibility, flexibility, flexibility
- More workplace technology
- Work for a purpose
- Personal and professional dev.
- Want coaches (not bosses)
- Ongoing feedback
- Collaborative environments
- Participate in decision-making

# GEN. Z

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1996 – TBD

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Drone parents

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Amazon Prime

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1<sup>st</sup> African American president

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#MeToo Movement

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Legalizing marijuana

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Hyper-connected world

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Smartphones

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Instagram/Snapchat/ YouTube

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Uber & sharing economy



HIGHLY  
EDUCATED



SELF-AWARE &  
SELF-RELIANT



GOAL-ORIENTED



DIGITAL NATIVES



SUSTAINABILITY  
IS IMPORTANT



ENTREPRENEURI  
AL



MORE PRIVATE



MULTIRACIAL



MORE  
ACCEPTING



IMMERSED IN  
MULTITASKING

# GEN. Z Characteristics

# Gen. Z

## Work Place Desires

- Competitive salary & job security
- Instant feedback
- Lay out possible career trajectory
- Honesty & transparency
- Want the tools to win
- Keep it simple



# Break down the Barriers

## Baby Boomers

- Enroll them as coaches
- Show appreciation for their commitment to working hard

## Gen. X's

- Honor their value to family
- Always tell them the truth

## Millennials

- Get to know them personally and their interests
- Connect them to the big picture
- Be authentic

## Gen. Z's

- Mentor with instant feedback
- Showcase their individual talents
- Allow for healthy competition

# Multi-Generational Success

Develop the  
relationship

Be flexible

Avoid  
stereotyping

Initiate  
dialogue

Learn from  
one another

Find  
common  
ground

**REMEMBER, we  
all CRAVE ...**

to belong

have purpose

be accepted

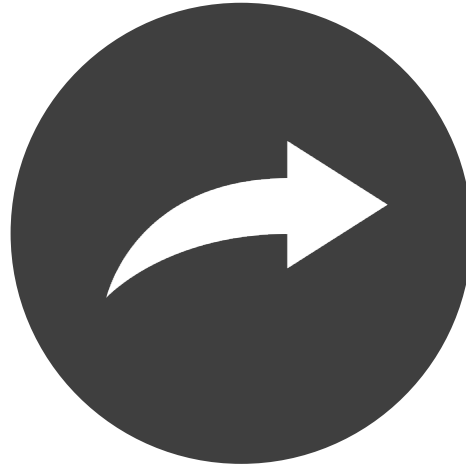
be seen and heard

be valued

be elevated



“MATCH MY WISE  
EYES WITH THEIR  
FRESH EYES.”



BECAUSE



AGE-DIVERSE  
TEAMS ARE MORE  
SUCCESSFUL

