

# Building a Bridge Across Generations

Facilitated By:  
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# Today, We'll Discuss....



- The Five Workplace Generations and Their Approach Towards the Workplace
- Best Practices Across Generations for:
  - Maximizing Communication and Reducing Conflict
  - Getting Results as a Team
  - Retention of All Generations



# Generations in the U.S. Today

- Silent Generation
  - 1925 – 1945 (72 – 92 years old)
- Baby Boomers
  - 1946 – 1964 (53 – 71 years old)
- Generation X
  - 1965 – 1980 (37 – 52 years old)
- Generation Y
  - 1981 – 1995 (22 – 36 years old)
- Generation Z
  - 1996 - 2005 (12 – 21 years old)

# Silent Generation

- Born Between 1925 – 1945
- Influenced by The Great Depression and WWII
- Many Appreciate Tradition and Loyalty
- Tend to be Thrifty and Cost Conscious
- Mantra: “You Get a Job...You Keep a Job”



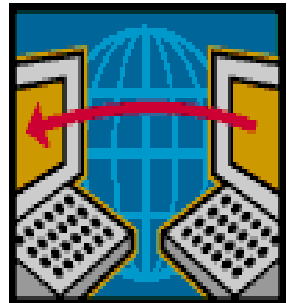
# Baby Boomers

- Born Between 1946 – 1964
- 77 Million Strong!
- Grew Up During Times of Societal Change
- Mantra: “Work Hard...Pay Your Dues”

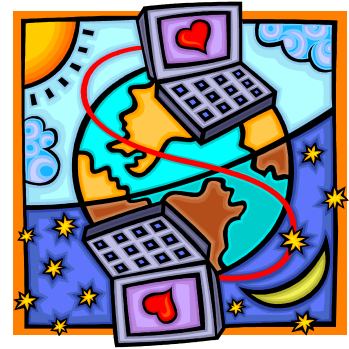


# Generation X

- Born Between 1965 – 1980
- Named by a Canadian Novelist
- More Likely to be Children of Divorce
- Became Disenchanted as Parents Were Downsized
- Grew Up with Technology
- Mantra: “Tell Me What You Want and Get Out of My Way”



# Generation Y



- Born Between 1981 – 1995
- Relate Most to Radio Babies
- Street Smart and Savvy
- Goal Oriented (Towards *Their* Goals)
- Respect Accomplishments Rather than Authority
- Mantra: “Why do we have to do this your way?!”



# Generation Z



- Born 1996 - 2005
- Live a fast-paced, hectic lifestyle
- Close to their parents and family members
- Technology is a part of life; new name for this age group is “Linkers”
- Do not handle conflict well
- Mantra: “I’m wonderful...accept it.”

# Poll



One reason why the Silent Generation and Gen Yers “connect” is because they are both:

- Competitive
- Security-minded
- Informal
- Assertive



# Poll

One of the values most associated with Generation X is that they:

- Respect authority
- Like to have fun at work
- Encourage teamwork
- Exert independence

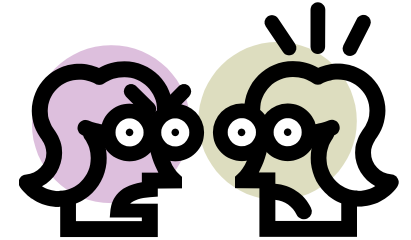


## Myths and Truths

**Myth:** Boomers are not capable of learning technology.

**Truth:** Many Boomers grew up with technology, believe in its value and learn new technology every day.

# Myths and Truths



**Myth:** Gen Xers are just complainers.

**Truth:** Xers are concerned about the state of the world and the state of the planet.

# Myths and Truths



**Myth:** Gen Yers are Too Young to Make Significant Contributions.

**Truth:** Gen Yers are Highly Educated and Tech Savvy; They **CAN** Make a Significant Contribution.

# Responses to Conflict\*



- The Silent Generation
  - Not prone to confront authority as individual contributors; don't like to be questioned if they ARE the authority
- Baby Boomers
  - Prefer to obtain team consensus
- Gen Xers
  - Tend to be straightforward and tell it like it is
- Gen Yers
  - Want to understand the reasoning behind misunderstandings
- Gen Zers
  - Often don't cope well with conflict; need coaching

\*Gravett research for 2<sup>nd</sup> Ed., Bridging the Generation Gap

## Communication Pointers Across Generations

Generation	Preferred Style	Message that Grabs Attention
Radio Babies	Face to Face	Show appreciation for knowledge
Boomers	Meetings, in Person or by Phone	Ask how to improve processes
Gen Xers	Email; virtual meeting	Tell me the results you want and get out of my way
Gen Yers	Text; social media	What's efficient and clever?
Gen Zers	Text; social media	Recognition; praise



# Best Practices for Professional Development: Gen Y's and Millennials

- Design informal, casual learning experiences
- Bring employees close in age together to share expertise
- Make the connection between an individual's job and business objectives
- Have fun during training activities!

# Best Practices for Rewards and Recognition: Gen Y's and Millennials

- “Show Me the Money”!
- Provide Opportunities to Show Off
- Text or Tweet Compliments
- Provide 10-minute Blocks of Time for a Break to “Play” on (Approved) Social Media Sites
- Post Kudos to Company Web Site



# **Let's Hear it Directly from Members of Each Generation!**

Panel Discussion



# OUR PANEL

Generation	Birth Years	Age Ranges	Name
<b>Silent Generation</b>	<b>1925 – 1945</b>	<b>72 – 92</b>	<b>Jim Wulfeck</b>
Baby Boomers	1946 – 1964	53 – 71	Grace Breen
Gen X	1965 – 1980	37 – 52	Michael Kaminski
Millennials (Gen Y)	1981 – 1995	22 – 36	Ashley Goldberg
Gen Z	1996 – 2005	12 – 21	Catey Claridge

# Wrap Up and Q&A

