

Generations



by Rose Catania

Generational Misconceptions

- “He just got here and he wants a promotion already!?”
- “They don’t understand technology.”
- “I can’t believe they didn’t wear a suit jacket!”
- “They expect immediate gratification.”
- “Those old-timers are stubborn and set in their ways.”
- “Those kids just don’t understand what work really means.”
- “They move so slow, let’s get this finished and get out of here.”
- “I don’t know anything about that stuff, why would I want to send a twit [tweet]?”

Differences in

- ▶ Values/viewpoints/expectations
- ▶ Motivators
- ▶ Ways of working
- ▶ Ways of communicating
- ▶ Ways of thinking
- ▶ Ways of decision-making

Sets people in opposition



Understanding differences allows us to

adapt our own thinking
and
better our interactions.

Our Focus Today...

Recognize Common Characteristics

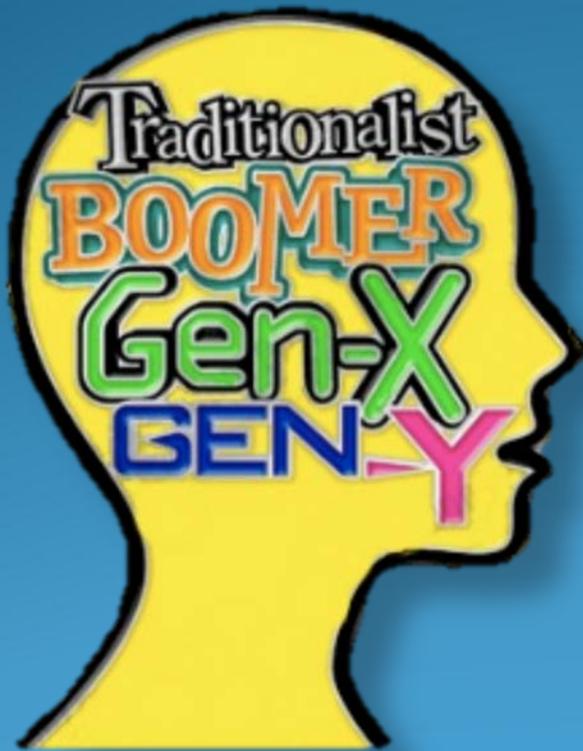
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Value Our Differences as Strengths

=

Maximum Organizational Effectiveness

What is a Generation?



A group of people who are programmed at the same time in history. They share a common set of formative events and trends. (i.e. headlines, heroes, music, mood, parenting style, education system)

Cuspers



- Persons born within 2 to 3 years of a generational divide
- Display characteristics from the past, next or even both generations
- Cement generations together by functioning as mediators, translators and mentors.

Activity: Gather w/your Generation

Traditionalist	(before 1945)
Baby Boomer	(1946 – 1964)
Generation X	(1965 - 1976)
Generation Y	(1977 - 1990)
Generation Z	(1991 – 2000+)

generation

gap

Trivia

Question 1:

This men's hair care product came in a tube and "a little dab'll do ya"

Question 1:

Yes Sir!
BRYLCREEM
YOUR HAIR



for the **CLEAN**[★]
smart look

Brylcreem is different—you can tell that at once. Different because its pure oils are emulsified to prevent excessive oiliness; because it's not greasy, not messy. Different because Brylcreem grooms your hair the healthy way, gives that *clean*, smart look which goes hand in hand with success. Brylcreem your hair and see the difference. Ask for Brylcreem, in tubs 1/6, 2/3 and 4/1, or handy tubes 2/3.

★
NOT GREASY
NOT MESSY



BRYLCREEM—THE PERFECT HAIRDRESSING

reg'd. 1/1/109

generation gap

Trivia

Question 2:

When you are chatting online/texting what does “ROTFL” mean?

Question 2:

When you are chatting online/texting
what does “ROTFL” mean?

Rolling On The Floor
Laughing

Question 3:

He was the lead actor in the 1949 war film “Sands of Iwo Jima”

Question 3:



Question 4:

“Pokemon” is short for...

Question 4:

“Pokemon” is short for...



Pocket Monster

Question 5:

In 1952 this Hollywood star married baseball great Joe DiMaggio.

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baseball great Joe DiMaggio.

Marilyn Monroe



Question 6:

Which female singer took home
5 Grammy awards in 2004?

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Which female singer took home
5 Grammy awards in 2004?



Beyoncé Knowles

Question 7:

You'll wonder where the yellow went
when you brush your teeth with...

Question 7:

"Mom doesn't have to scold us to brush our teeth any more . . . not since we've got this swell Pepsodent Liquid!"



Now we brush our teeth
because we Like to!

We LIKE the Taste! We LIKE the Bubbles!



Hundreds of mothers are discovering an easy solution to the problem of getting children to brush their teeth. Children often are more sensitive to taste and effect than grown-ups. That's why so many families have success with the dentifrice that appeals especially to children . . . Pepsodent Liquid Dentifrice.

Children like its cool, minty taste. They like its color, its effect! A few drops of this sparkling green liquid burst into millions of bubbles. Makes brushing easy, makes it fun! Safe for young teeth, too. Pepsodent Liquid Dentifrice contains Irium (Purified Alkyl Sulfate).

Get a bottle of Pepsodent Liquid Dentifrice today. Give it to your children for their own personal use.

Insist on PEPSODENT LIQUID DENTIFRICE
WITH IRIUM

10-DAY
FREE PROOF-TEST!

Send the coupon for Free 10-day supply of Pepsodent Liquid Dentifrice. Make a purchase in your home at our expense. Simply fill out the coupon and mail today.

The Pepsodent Co., Dept. 3908
Chicago, Illinois

Please send me, Free of Charge, your 10-Day Proof-
Offer bottle of Pepsodent Liquid Dentifrice.

NAME

ADDRESS

CITY..... STATE.....

You'll wonder where the yellow went
when you brush your teeth with..."

Pepsodent

Question 8:

What professional wrestler frequently asked if you could smell what he “was cooking?”

Question 8:



The
Rock

generation gap Trivia

Question 9:

Who was President from 1953-1961?

Question 9:

Who was President from 1953-1961?

Dwight D. Eisenhower



Question 10:

What is the name of Bart Simpson's
Christian next-door neighbor?

Question 10:

What is the name of Bart Simpson's Christian next-door neighbor?



Ned Flanders

Question 11:

This NFL Quarterback was the league's MVP in 1957, 1959 and 1964.

INSTRUCTIONS FOR ASSEMBLING

JOHNNY UNITAS

864

IMPORTANT. READ THIS FIRST!



Before assembling model, study sketch carefully.
 Important—Apply cement to inside surfaces only. Avoid getting cement on outer surfaces of model sections. Use cement very sparingly and avoid getting cement on hands, so as not to mar or smear plastic surfaces.
 Do not hurry. Work carefully and patiently.
 Important Note: Before proceeding to cement parts together, it is advisable to fit parts together dry (without cement) so that you may familiarize yourself with the parts and how they go together, also noting the points where cement is to be applied.
 For best results assemble model exactly in the order indicated.

This kit is molded of styrene plastic—Use only Aurora's Fireproof Styrene Cement and Aurora's Speed-Dry Enamel. Assure yourself of a perfect model every time!



"THE ENAMEL WITH THE SPRAYED ON LOOK"



LITHO. IN U. S. A. MADE IN U. S. A.

© 1965
AURORA PLASTICS CORP.
 West Hempstead, L. I., N. Y.

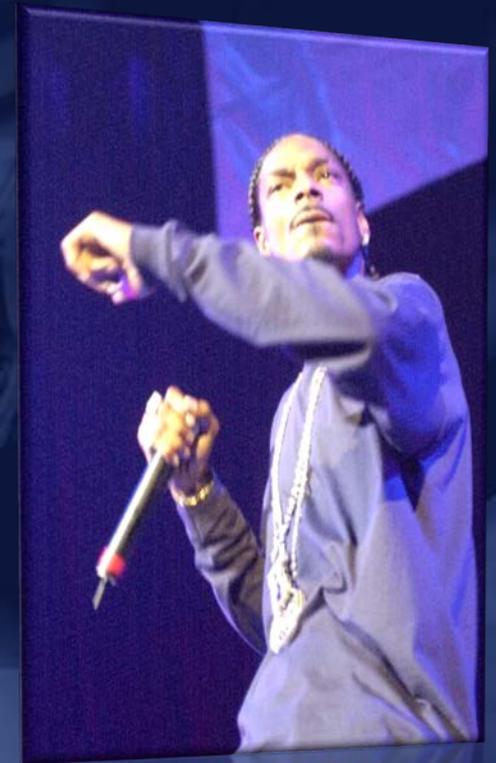
Question 12:

If you asked me if I liked a song and I said “Fo Shizzle,” what did that mean?

Question 12:

If you asked me if I liked a song and I said
“Fo Shizzle,”
did I like the song or not?

For Sure!



Question 13:

In an episode of “I Love Lucy,” Lucy gets a job trying to sell a tonic that had healthy amounts of vitamins, meat and vegetables (also 23% alcohol). What was the name of the tonic?

Question 13:

In an episode of “I Love Lucy,” Lucy gets a job trying to sell a tonic that had healthy amounts of vitamins, meat and vegetables (also 23% alcohol).

What was the name of the tonic?



Vitameatavegamin

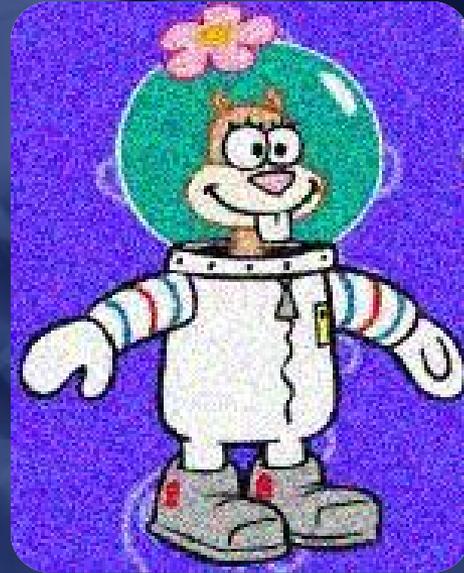
Question 14:

What is the first and last name of
Sponge Bob's thrill-seeking
Squirrel Pal?

Question 14:

What is the first and last name of
Sponge Bob's thrill-seeking Squirrel Pal?

Sandy Cheeks



Question 15:

What year, make, model car did Ferris borrow from Cameron's father in "Ferris Bueller's Day Off?"

Question 15:

What kind of car did Ferris borrow from Cameron's father in "Ferris Bueller's Day Off?"

a 1961 Ferrari 250 GT California



generation

gap

Trivia

Table Discussion

1. What do you like about your generation?
 2. What do you wish other generations knew or understood about your generation?
 3. What challenges do you face at work that may have to do with your generation?
- 

Traditionalists
**(aka: Silent Generation/
Matures/Veterans)**



Traditionalists

What is a Traditionalist?

- ▶ Born between 1927–1945
- ▶ Most are now retired



What were the influences of this era?

- ▶ WWII, Korean War
- ▶ Great Depression
- ▶ Prohibition

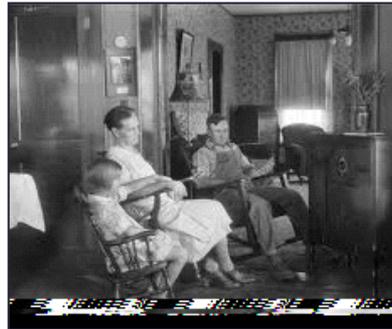


- Family: extended, traditional
- Children left home: ~ 15 yrs
- HoH: father, single income
- Childrearing: mother

Traditionalists

What technology did TRADITIONALISTS appreciate?

- Rotary phones
- Black & white TVs
- Manual typewriters
- Vacuum tube radios
- Mimeographs



- ...Transportation used?
- Woodies (paneled sides)
 - Caddies
 - '40 Fords

Traditionalists

MOST IMPORTANTLY...



Jitterbug and Jive

Traditionalist Celebrities



Shirley Temple



Charlie Chaplin



Elizabeth Taylor



Josephine Baker

Traditionalists Themes

- ▶ Communication: Formal, Written
- ▶ Education: High School; College: A Dream
- ▶ Work-Related **Styles/Values**:
 - What can I do for my employer? Career longevity expected. Don't have to love your job.
- ▶ Work-Related **Motivation/Rewards**:
 - Delayed rewards expected. Don't expect affirmation. Promotions: seniority-based. Motivation: security.
- ▶ Core Values: Diversity not encouraged. Conformity, Duty before pleasure, Honor and Loyalty.
- ▶ Spending Habits: Save
- ▶ Theme: I did it the right way!



Baby Boomers

Baby Boomers

What is a Baby Boomer?

- ▶ Born between 1946–1964

What were the influences?

- ▶ Vietnam War, Cold War
- ▶ Civil Rights
- ▶ Unprecedented growth



- Family: nuclear
- Children: leave home after high school
- HoH: father
- Childrearing: mother
- When double income, father earns more than mother

Baby Boomers

What technology did **BABY BOOMERS** appreciate?

- Touchtone phones
- Color televisions
- Electric typewriters
- Transistor radios
- Photocopies



...Transportation used?

- '57 Chevy
- VW Beetles
- Mass transit rare

Baby Boomers

MOST IMPORTANTLY...



Poodle skirts, Swing, Twist

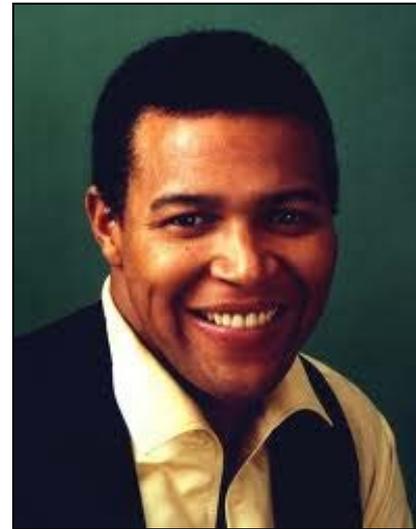
Baby Boomer Celebrities



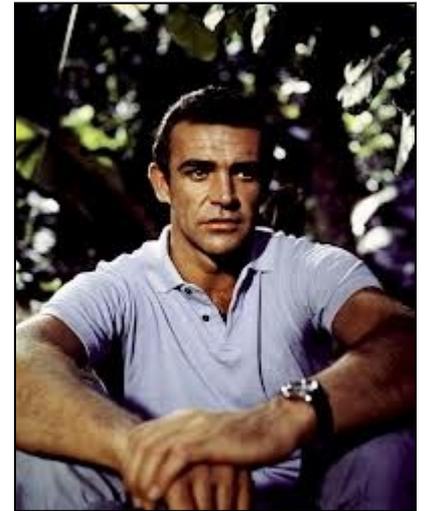
Jimi Hendrix



Marilyn Monroe



Chubby Checker



Sean Connery

Baby Boomer Themes

- ▶ **Communication:** Less Formal, Verbal/Written
- ▶ **Education:** High School; College – A Commodity
- ▶ **Work-Related *Styles/Values*:**
 - What can “we” do for our employer. Career longevity: important. Hope to find meaningful job. Live to work. Challenge authority.
- ▶ **Work-Related *Motivation/Rewards*:**
 - Delayed rewards tolerated. Affirmation welcomed but not necessary. Promotions: experience-based. Motivation: \$\$
- ▶ **Core Values:** Diversity discouraged; then encouraged. Team-oriented, Optimistic, and Results-driven.
- ▶ **Spending Habits:** Buy now; pay later.
- ▶ **Theme:** I did it my way! Ambitious!



Generation X

Gen X

What is a GEN Xer?

- ▶ Born between 1965–1976

What were the influences?

- ▶ End of the Cold War, Berlin Wall
- ▶ Dot.com Bubble
- ▶ Energy Crisis



- Family: nuclear and single parent
- Children: leave home after college
- HoH: father and mother
- Childrearing: father and mother
- Dual income
- Increase in divorce

Gen X

What technology did GEN Xers appreciate?

- Cordless phones
- Color televisions with recording capability (VCR)
- Desktop computers
- Boombox, Cable TV, Atari
- Faxes



...Transportation used?

- American-made muscle cars
- Foreign makes
- Mass transit impractical

Gen X

MOST IMPORTANTLY...



Disco

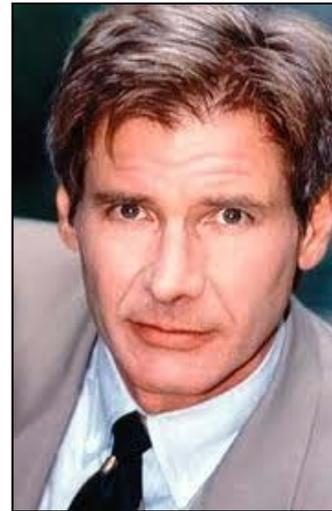
Gen X Celebrities



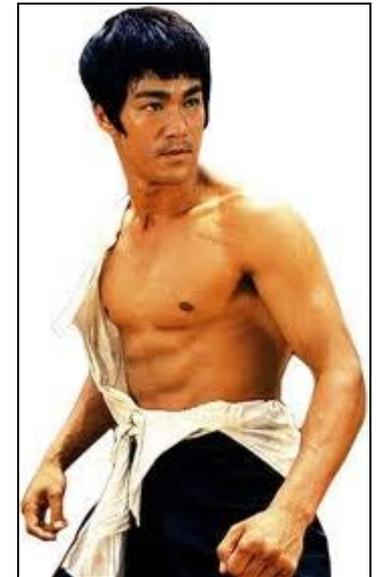
Tom Cruise



Madonna



Harrison Ford



Bruce Lee

Gen X Themes

- ▶ **Communication:** Situational (formal or informal). Verbal/Typed.
- ▶ **Education:** High School; College: An Expectation
- ▶ **Work-Related *Styles/Values*:**
 - Work-life balance. Career longevity: ok. Hope to find work in field of expertise. Work to live. Unimpressed by authority.
- ▶ **Work-Related *Motivation/Rewards*:**
 - Timely rewards appreciated. Affirmation and constructive feedback expected. Promotions: merit-based. Motivation: Time off &/or \$\$.
- ▶ **Core Values:** Diversity appreciated. Self-reliant and cautious.
- ▶ **Spending Habits:** Conservative
- ▶ **Theme:** You're in my way! Adaptable!



Millenials

(aka: Generation Y/Nexters)



Millennials

What is a Millennial?

- ▶ Born between 1977–1990

What were the influences?

- ▶ 9/11 terrorist attacks
- ▶ Environmental awareness
- ▶ Recession

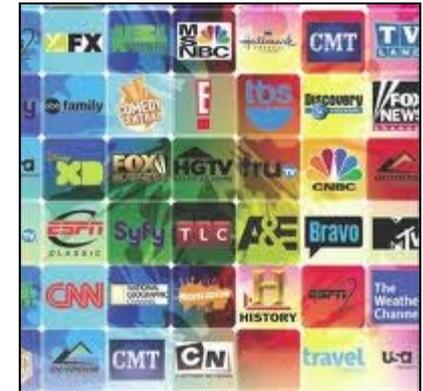


- Family: merged and single parent
- Children: leave when ready and sometimes return
- HoH: father and/or mother
- Childrearing: father and/or mother; children coddled
- Dual income and single parent income

Millenials

What technology did Millenials appreciate?

- Cell phones
- Color televisions with recording capability (DVR)
- Laptops, Internet
- Walkman, Nintendo, Xbox
- PDFs



...Transportation used?

- Hybrids, SUVs, crossovers
- Mass transit unlikely

Millenials

MOST IMPORTANTLY...



Breakdancing

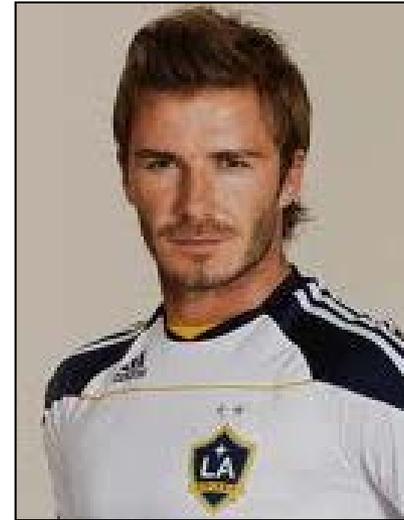
Millennial Celebrities



Brad Pitt



Alicia Keys



David Beckham



Will Smith

Millennials Themes

- ▶ **Communication:** Casual. Verbal/Typed (paper/electronic)
- ▶ **Education:** High School; College: A Necessity.
- ▶ **Work-Related *Styles/Values*:**
 - What can I do at work for me and my family? Career longevity: unimportant. Must find work that meets specialized skills. Not phased by authority. Like innovation and work from home.
- ▶ **Work-Related *Motivation/Rewards*:**
 - Timely awards expected. Affirmation and constructive feedback required. Promotions: contribution-based. Motivation: time-off and security.
- ▶ **Core Values:** Diversity appreciated. Competitive yet open to collaboration.
- ▶ **Spending Habits:** Spend what is earned; invest.
- ▶ **Theme:** Get out of my way. Innovative!



Generation Z



Gen Z

What is a Gen Z-er?

- ▶ Born between 1991–2010

What are the influences?

- ▶ School shootings
- ▶ Environmental activism



- HoH: father and/or mother
- Dual income and single parent income
- Family, children, and childrearing: TBD

Gen Z

What technology do Gen Z appreciate?

- Smart phones
- 3D and flat screen televisions
- Tablets, social media
- QR codes



...Transportation use?

- Bicycles, car sharing
- Mass transit utilized

Gen Z

MOST IMPORTANTLY...



Staying Connected

Gen Z Celebrities



Justin Bieber



Selena Gomez



Snooki



Lady Gaga

Gen Z Themes

- ▶ **Communication:** Extremely casual (ie: cryptic texting). Verbal or typed.
- ▶ **Education:** College: An Option
- ▶ **Work–Related *Styles/Values*:**
 - What can work do for me? “Career Longevity” non–existent. Do minimum work for maximum living. Indifferent to authority.
- ▶ **Work–Related *Motivation/Rewards*:**
 - Instant recognition needed. Affirmation required – constructive feedback is not. Motivation: Time off.
- ▶ **Core Values:** Diversity a necessity, multicultural. Hyper–confident.
- ▶ **Spending Habits:** Eager to spend.
- ▶ **Theme:** We do it our way! TBD

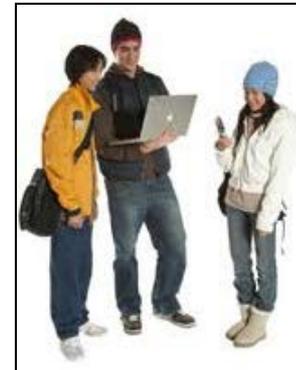
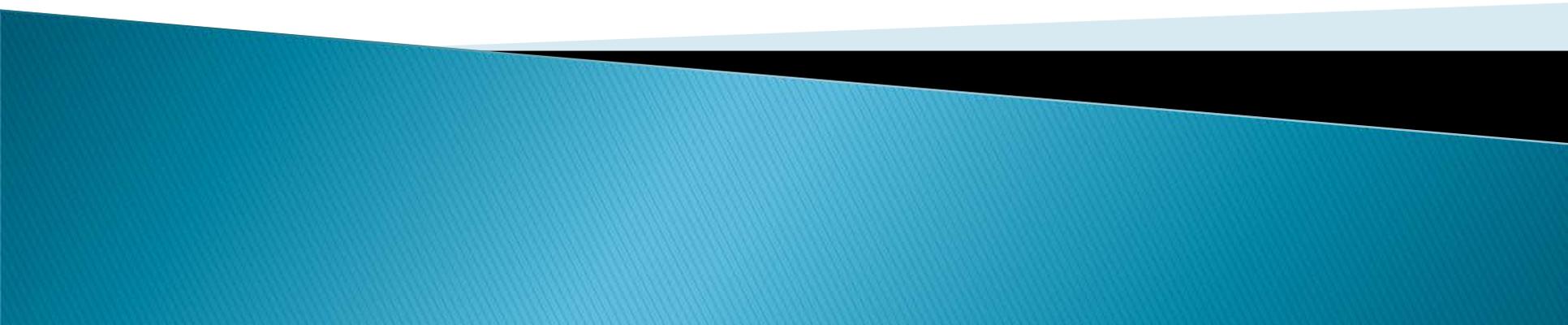


Table Discussion: New Perspective

1. How can you leverage the strengths of other generations?
2. How are generations similar?

Scenarios



The Idea

SCENARIO

Jack, a Millennial, was recently hired at the FAA. His supervisor is Ryan, a Baby Boomer, who has been with the FAA for 35 years. Jack has some ideas on how to improve processes within the team.

How should Jack approach Ryan?

- A. Send a text
- B. Discuss over coffee
- C. Send an email with written proposal

EXPECTATIONS

- ✓ Traditionalist: Formal, Written
- ✓ Baby Boomer: Less Formal, Verbal/Written
- ✓ Gen X: Situational (Formal or Informal), Verbal/Typed
- ✓ Gen Y: Casual, Verbal/Typed (Paper or Electronic)

The Promotion

SCENARIO

Raul, a Baby Boomer, and Nathan, a Traditionalist, work on the same team and have applied for a promotional position within the team. Today, Amy, a Baby Boomer Selecting Official, has just announced in a meeting that she has made a selection.

Why might Nathan think he will get the job?

- A. More seniority
- B. More experience
- C. Best friends with Amy

EXPECTATIONS

- ✓ Traditionalist:
Seniority-Based
- ✓ Baby Boomer:
Experience-Based
- ✓ Gen X:
Merit-Based
- ✓ Gen Y:
Contribution-Based

The Delayed Award

SCENARIO

At the end of the fiscal year, Hope, a Traditionalist manager, gives a nice bonus to a Gen X employee, Karla, for a project completed eight months earlier.

What might Karla say?

- A. You really don't have to...
- B. Thank you. Can you help me understand the delay?
- C. Well it's about time!

EXPECTATIONS

- ✓ Traditionalist:
Delayed Rewards
- ✓ Baby Boomer:
Delayed Cash Awards
- ✓ Gen X: Timely Cash or
Time-Off Awards
- ✓ Gen Y:
Timely Time-Off
Awards

The New Manager

SCENARIO

Rudy, a Gen Xer, is a new manager to a team comprised of overworked, unhappy Millennials. According to his performance plan, Rudy will be rated on his effectiveness to increase team morale.

What might Rudy do to accomplish this goal?

- A. Implement telework.
- B. Work them harder!
- C. Fire all the Millennials and hire a new staff of Gen Xers.

EXPECTATIONS

- ✓ Traditionalist:
Duty before Pleasure
- ✓ Baby Boomer:
Live to Work
- ✓ Gen X:
Work-Life Balance
- ✓ Gen Y:
Work from Home

The Feedback Session

SCENARIO

Cecilia is a Millennial.

How does she prefer to receive feedback?

- A. Via Surveys or Emails
- B. High-Five in public!
- C. During a formal, in-person meeting
- D. Feedback is not important

EXPECTATIONS

- ✓ Traditionalist: No News is Good News
- ✓ Baby Boomer: Once a year whether needed or not
- ✓ Gen X: Constructive feedback expected in-person
- ✓ Gen Y: Constructive feedback required at a touch of a button

The Best Team

SCENARIO

Upper management has decided a new workgroup should be formed to strategize and implement the latest hot topic. You have been assigned the role of Project Manager and need to select the right people for the workgroup.

What do you do?

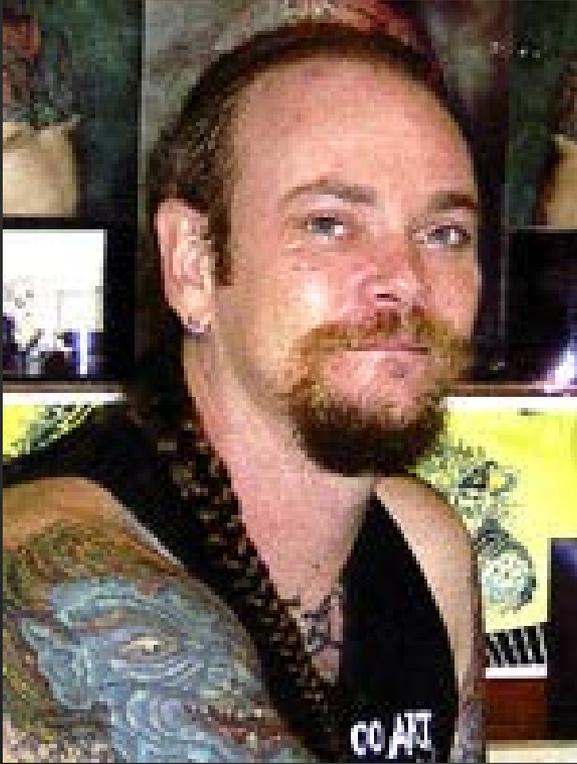
SOLUTION

- A. Choose the most experienced and hard-working (Traditionalists and Baby Boomers)
- B. Choose the most tech-savvy (Gen Xers, Millennials and Gen Zers.)
- C. Choose a generational diverse team for best results! (Traditionalists, Baby Boomers, Gen Xers, Millennials and Gen Zers.)

Minimize Generational Differences in Workplace



What would you do?



Gary, a 22 year-old workstation technician whose arms are covered with tattoos, approaches his manager, a conservative, 30-year company veteran, with a computer issue he can't solve. It is obvious to Gary that the manager seems more focused on judging Gary's appearance than on helping him solve the problem...

...At the same time, the manager is thinking, "Who hired this kid anyway? The tattoos, alone, demonstrate that he doesn't have a thoughtful bone in his body. But we've got to get this server back on-line and I'm stuck with him."

What steps can this manager take to do a more effective job of supervising and motivating Gary?

The Next Generation...

Move over Gen Z,
Generation Alpha
is the one to watch!



First generation
entirely born in the
21st century



Generation Alpha (also known as iGeneration)

Born beginning in 2010

Children of Millennials

Most Technology Infused Generation

Growing up with Siri, Alexa, iRobot

Learn by doing

Long life expectancy



Remember this?...

- “He just got here and he wants a promotion already!?”
- “They don’t understand technology.”
- “I can’t believe they didn’t wear a suit jacket!”
- “They expect immediate gratification.”
- “Those old-timers are stubborn and set in their ways.”
- “Those kids just don’t understand what work really means.”
- “They move so slow, let’s get this finished and get out of here.”
- “I don’t know anything about that stuff, why would I want to send a twit [tweet]?”

In Summary....

How will YOU bridge the gap?



**"WE BECOME NOT A MELTING
POT BUT A BEAUTIFUL MOSAIC.
DIFFERENT PEOPLE, DIFFERENT
BELIEFS, DIFFERENT YEARNINGS,
DIFFERENT HOPES, DIFFERENT
DREAMS".**

-JIMMY CARTER