


GENERATIONS AT WORK

Understanding the Generations
at Work

J. Kent Oberkrom



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Objectives

- ▶ Describe the five generations by name and time periods in today's workplace
- ▶ List/discuss historic events which help form each generation
- ▶ Describe how generations change the work environment

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Objectives

- ▶ Describe the characteristics of the Millennials
- ▶ Describe the characteristics of the IGens
- ▶ Describe the expectations of the Silents

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Deciding Factors

- ▶ Generations are influenced by shared events
- ▶ These influences generally occur before age 12 but can influence throughout life
- ▶ Because of shared events generations will have similar:
 - Thoughts
 - Values
 - Behaviors

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Generations

- ▶ FIVE GENERATIONS MAKE UP TODAYS WORK FORCE
- 1. VETERANS / TRADITIONALS (Pre 1943)
- 2. BABY BOOMERS (1944–1964)
- 3. GENERATION X (1965–1980)
- 4. MILLENNIALS (1981–1995)
- 5. GEN Z (1996–2009)

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Traditionals or Veterans

- ▶ Sometimes called:
 - Traditionalist or Matures
- ▶ Born before 1943 (1925 – 1942)
 - Some life events.....
 - Great Depression (29)
 - World War II (39–45)
 - Lenin dies, Stalin takes over
 - Television (20's)
 - Prohibition (20–33)
 - Dust Bowl (30–36)
 - 40 hour work week

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Baby Boomers

- ▶ Born between 1943 and 1964
 - Life events
 - Civil Rights Movement (50's)
 - Sexual Revolution / Birth Control Pill (60's)
 - Space Travel (61) Color Television (50)
 - Assassination of John F. Kennedy (63)
 - Cuban Missile Crisis (62) Korean War (50-53)
 - Alaska and Hawaii become states (59)
 - Walmart is founded (62) Grocery (88)

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GENERATION JONES

- ▶ Born between 1955 and 1964
 - Life events
 - Civil Rights Movement (50's)
 - Sexual Revolution / Birth Control Pill (60's)
 - Space Travel (61) LEGO blocks (58)
 - Assassination of John F. Kennedy (63)
 - Cuban Missile Crisis (62)
 - Alaska and Hawaii become states (59)
 - Elvis on Ed Sullivan Show (56)

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Generation X

- ▶ Sometimes called:
 - Gen X, Xers
- ▶ Born between 1965 and 1980
 - Some life events.....

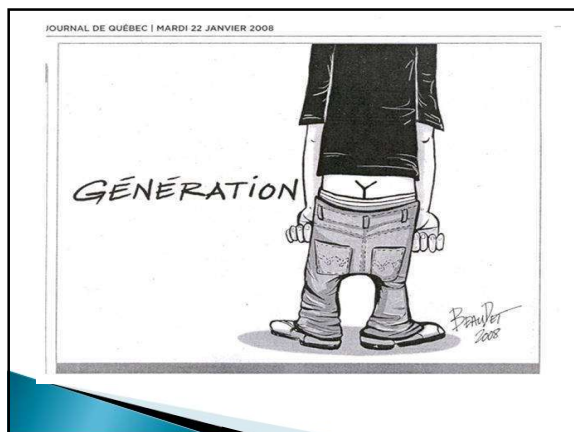
• Watergate (72)	Three Mile Island (79)
• Kent State (70)	Woodstock (69)
• Women's Liberation	RFK / MLK (68)
• Cell phone (73)	Nixon resigns as President (74)
• Super Bowl (67)	Apple is founded (76)
	Microsoft was founded (75)

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Millennials

- ▶ Sometimes called:
 - Generation Y , Nexters, Gen Y, Echo Boomers
- ▶ Born between 1981 and 1995
 - Some life events.....
 - Oklahoma City Bombing (95)
 - CNN starts broadcasting (80)
 - Home Computers (81)
 - Persian Gulf War (91)
 - Amazon starts (94)
 - Challenger Shuttle (86)
 - Star Wars (77) Empire/Jedi

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GENERATION Z

- ▶ Generation Z (1995–2009)
 - Digital Natives
 - iGen
 - Gen Tech
 - Internet Generation
- Oklahoma City Bombing (95)
- Columbine School (99)
- World prepares for Y2K (99)
- 9/11 Attack (01)
- No Child Left Behind Act (01)
- First Iphone (07)
- Netflix (97)
- Anthrax Attack (01)
- Nancy Pelosi (07) First Women SH
- Same Sex Marriage (04) MA
- Columbia Shuttle Explodes (03)
- DHS is Created (02)
- Google founded (98)
- Youtube (05)

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Generation Z

- ▶ Will process information at lightning speeds
 - Connected to the world continuously
 - Three + hours per day on the internet
 - Text / e-mail / IM / Video chat
 - FOMO (Fear Of Missing Out)
- ▶ Will be smarter
 - Highly educated / Electronic devices
 - They get all of the latest trends from social media
 - Morals of their parents/grandparents are "out of touch"
- ▶ Won't be team players
 - Very individualized work
 - Importance of work is 1: fun / 2: innovative / 3: ethical

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Generation Z

- ▶ What will happen to the phone books
- ▶ Other directories / paper copies
- ▶ Maps Google / Mapquest
- ▶ Facebook / Twitter / What is next?
- ▶ Will live in 15 homes during their lifetime

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The Curved Line

Watch out for the Cuspers!!!!

Defined: (Cusper) A person considered to have been born on a *cusp* between significant generations

When a person is born near the end of one generation or near the beginning of another, they may possess traits of both generations.

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Generations on Family

- ▶ **Baby Boomers**
 - Disintegrating
- ▶ **Generation X**
 - Latch-key kids, working parents, day care facilities
- ▶ **Millennials**
 - Merged families, coddled, over involved, "babies on board"
- ▶ **Gen Z**
 - While structures are different/much like the Traditionals

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Generations on Money

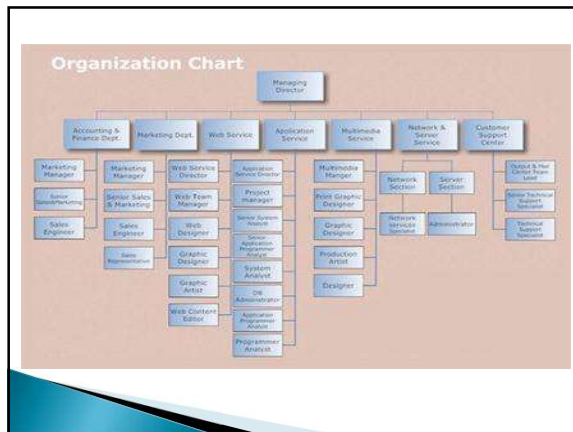
- ▶ **Baby Boomers**
 - Buy now, Amex "don't leave home without it", pay later
- ▶ **Generation X**
 - Conservative, save
- ▶ **Millennials**
 - Earn money to spend it
- ▶ **Gen Z**
 - More conservative / saw parent struggle with money

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Generations on Authority

- ▶ **Baby Boomers**
 - Question it, don't trust anyone over 30, like teams
- ▶ **Generation X**
 - Unimpressed, titles don't mean anything, role models fell down
- ▶ **Millennials**
 - Like law and order, least promiscuous, embrace diversity
- ▶ **Gen Z**
 - Very open channels of communication/chain of command is tough for this generation

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Generations on Life/Self

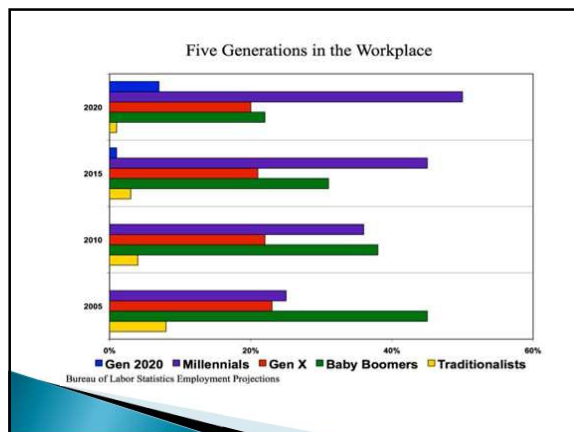
- ▶ **Baby Boomers**
 - Soul Searchers, Not good with commitment, Self-help strategies
- ▶ **Generation X**
 - Self-reliant, Independent
- ▶ **Millennials**
 - Confident, Hopeful, Highly scheduled
- ▶ **Gen Z**
 - Private, more realistic than idealistic

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Generations on Work

- ▶ **Baby Boomers**
 - Live to work, workaholics, work ethic defines me
- ▶ **Generation X**
 - Work to live, Believe in balance, want structure & direction
- ▶ **Millennials**
 - Work hard & play hard, multi-taskers, very tolerant, TEAM
- ▶ **Gen Z**
 - Innovative, hard working, loyal, promote what you have

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Phil Griffin



Jeff Zucker



Rupert Murdoch



Jeff Bezos

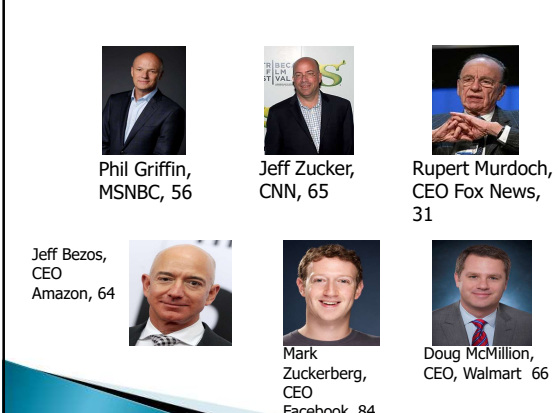


Zuckerberg



Doug McMillon

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Phil Griffin, MSNBC, 56

Jeff Zucker, CNN, 65

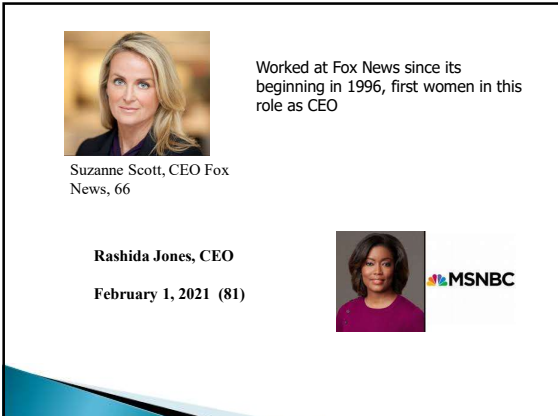
Rupert Murdoch, CEO Fox News, 31

Jeff Bezos, CEO Amazon, 64

Mark Zuckerberg, CEO Facebook, 84

Doug McMillon, CEO, Walmart 66

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Worked at Fox News since its beginning in 1996, first women in this role as CEO

Suzanne Scott, CEO Fox News, 66

Rashida Jones, CEO February 1, 2021 (81)

MSNBC

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Generations on Feedback

- ▶ **Baby Boomers**
 - Annual evaluation, documentation, job coaching
- ▶ **Generation X**
 - Self-sufficient, give them structure and let them perform
- ▶ **Millennials**
 - Like it, love it, got to have it!
- ▶ **Gen Z**
 - Relationships are important, how to help them grow

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United States Army Recruiting

- ▶ Uncle Sam Wants You
 - WWI and WWII

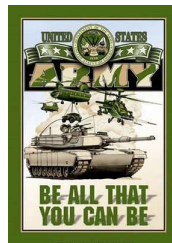


- ▶ Today's Army Wants to Join You
 - 1971 to 1980

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United States Army Recruiting

- ▶ Be All That You Can Be
 - 1980 to 2001



- ▶ Army of One
 - 2001 – 2006

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United States Army Recruiting

- ▶ Army Strong
 - 2006 to Present
 - "There is Strong and there is Army Strong"



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Millennials

▶ This is what some say about them:

- Lazy
- Self-involved
- Entitled
- Perpetual Adolescence
- Cosseted
- Whiny
- Generation ME!

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Millennials

▶ Waiting for things to settle

- "The unlucky generation"
- A stable economy is needed for them to start:
 - buying homes
 - getting married (7.1 year delay since 1981)
 - having children (3.1 year delay since 1984)

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Millennials

▶ Moving back home with parent(s)

- 33% have moved back in with parents
- 10% of those are male
 - Permanent Children
 - Postponing Adult life

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Millennials

- ▶ Very educated
 - What was/is the price of higher education
 - High debt for college (1996–2006 it doubled)
 - Feeling helpless
 - Have a negative self-image

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Millennials

- ▶ They are the second largest generation in American history. Generation Z has surpassed them (32%)
- ▶ They have the most employment in the workplace today and will continue to own that position for several more years.
- ▶ Didn't get a good start, so management positions may be a bust for them? May do more job hopping than other generations.

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Millennials


- ▶ Multi-tasking is burning us up
 - (3 screen limit)



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Millennials


- ▶ Check your phone at the door!
 - Oh, I am sorry, didn't know it was a text!



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Millennials

- ▶ Multitasking:
 - compromises our visual awareness
 - divides our attention
 - distracts us
 - reduces our job satisfaction
 - stunts our memory
 - impairs cognitive function
 - sabotages our performance
 - can't think creatively

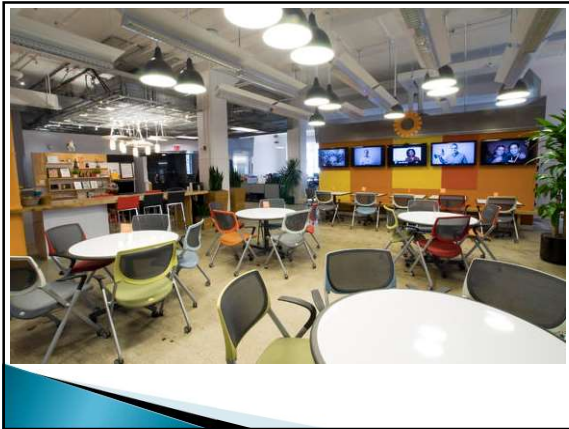


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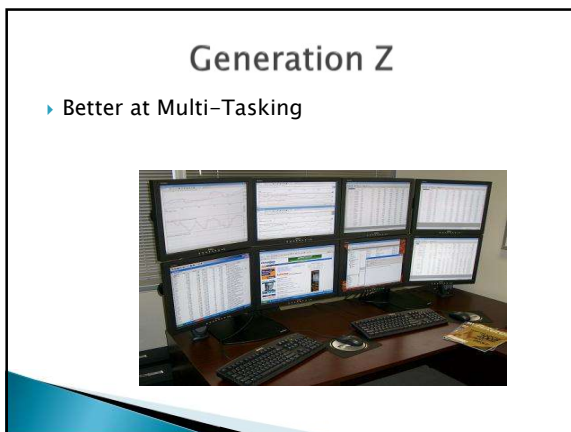
TIME FOR A VIDEO!

WHY MILLENNIALS ACT THE WAY THEY DO

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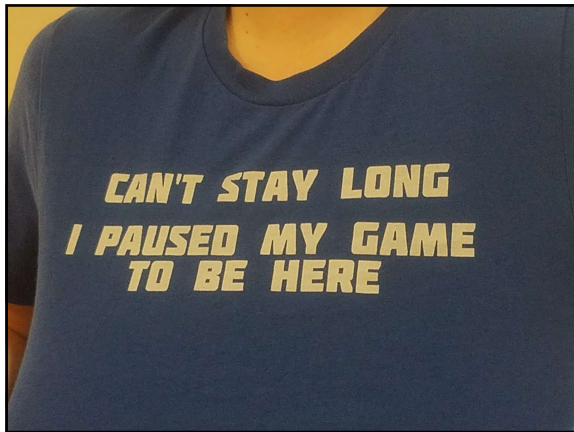
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Generation Y & Z

- ▶ More Entrepreneurial in nature
 - 72% have a goal of owning their own business someday
 - More influenced by their parents
 - Stressors: Cell Phone / Binging / Poor Sleep / Skipping Meals / Coffee-Caffeine

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Generation Y & Z

- ▶ Skipping Higher Education
- ▶ What are they looking for?
 - Career Growth
 - Fulfilling Work
 - Stability
 - Friendly Work Environment
 - Flexible Work Schedule
- ▶ JOB BOARDS / COLLEGE-CAREER CENTERS / FRIENDS

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Generation Y & Z

- Individualize performance
 - Being Unique is Important
- What do they want?
 - Workplace Technology – devices, apps, etc.
 - Collaboration – working in small groups
 - Flexibility – working from home

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Generation Y & Z

- More Global than other Generations
 - Diversity is an expectation
 - Generation Z will be the last generation to be predominately white
 - Goals: Financially Stable and Dream Job

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Generation Y & Z

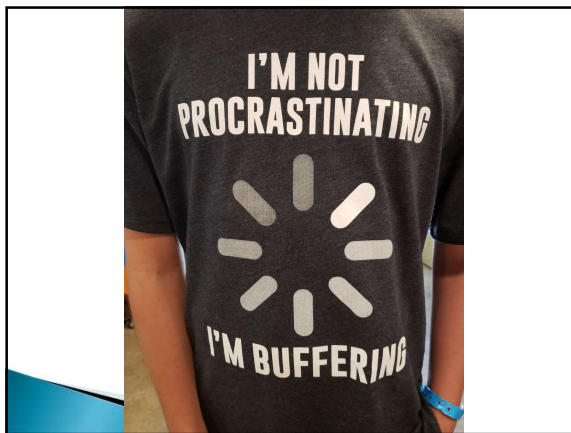
- Higher Expectation
 - Expect more from their employer
 - Stress levels are increasing – work stress #1
 - Feeling lonely
 - Increased suicide, alcohol and drug overdoses

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Generation Y & Z

- ▶ Stressors
 - Finances and Debt
 - Work/career pressure
 - Maintaining a healthy work/life balance
 - Healthcare (Affordable)
 - Future of our Nation
 - Mental health
 - Relationships (Delayed and Superficial)
 - Physical Health

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Beware!!!!

- ▶ Generation Alpha
 - Silent Generation
 - Shallow Generation
- ▶ The most formally educated
- ▶ Materialistic / Technologically savvy
- ▶ Communicate Electronically
- ▶ Disconnected Socially
 - Text Date?

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THE ALPHA'S

About 90 per cent of the class of 2020 are expected to complete Year 12, and 40 percent will go on to further tertiary study.

They are expected to work longer and have an average of five careers and 20 different employers in their lifetimes, according to data from McCrindle Research.

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*** THE END ***

??? QUESTIONS ???

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