

## BRIDGING GENERATIONS IN THE WORKPLACE



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## CHALLENGES

- × What challenges are you having with Generational Diversity?

©Smarts Timer

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## CULTURAL CODE

A set of values and assumptions, notions and beliefs that shape the way people from diverse cultures act and think, relate and communicate, consider what's right and wrong, proper and improper, important and unimportant.

Oosterwal, Managing the Multicultural Work Place

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## CULTURE – LEARNED BEHAVIOR

- ✘ It can be shared with others
- ✘ It can be unlearned

Oosterwal, Managing the Multicultural Work Place

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## A Generation...

can be defined as a society-wide peer group, born over a period roughly that same length as the passage from youth to adulthood who collectively possess a common persona.



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Generations	% U.S. Working	Actual Pop Size
Mature (born prior to 1946)	5 %	40 Mil
Baby Boomer (born 1946-1964)	38%	81 Mil
Generation X (born 1965-1980)	32%	61 Mil
Millennial (born 1981-1999)	25%	85Mil

Catalyst 2010: Generations in the Workplace in the United States & Canada  
Population Size Data from US Census Bureau: Age and Sex Composition 2010

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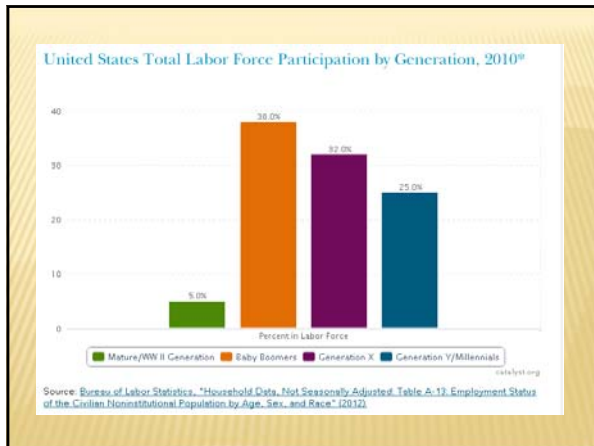
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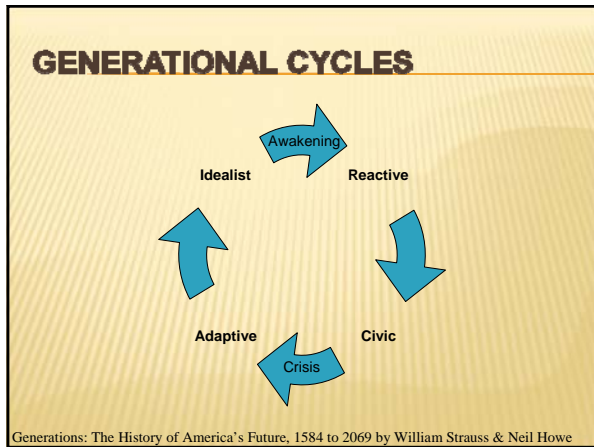
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### 5 INFLUENCES

- ✘ Parents
- ✘ Friends
- ✘ School
- ✘ Spiritual
- ✘ Media, TV, Music

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## MATURES

### ✦ Values

- + Dedication to job
- + Respectful to authority
- + Duty before pleasure
- + Patience is a virtue, wait for delayed reward
- + Honor and integrity
- + Reluctant to challenge the system
- + Resistant and avoid change



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## BABY BOOMERS

### ✦ Values

- + Live to work
- + Optimistic
- + Unprecedented influence on government policy and consumer products
- + Willing to go into debt
- + Team and process oriented
- + Strive for convenience and gratification
- + Nostalgic about their youth and seek to preserve it



Nearly six in 10 baby boomers who intend to work after retirement say they want a job that gives them a greater sense of purpose.

*Rethinking retirement: More boomers choosing to work* by Taylor Gandossy, CNN

<http://www.cnn.com/2007/US/01/09/law.overview/index.html>

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## BOOMERS AND RETIREMENT

- ✦ Men and women who are healthy at age 60, according to WHO, will on average be physically capable of working until they are 74 and 77 respectively...that means the leading edge of baby boomers may not begin retiring until 2020.



Meister & Willyerd, [The 2020 Workplace](#)

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## GENERATION X

### ✦ Values

- + Work to live
- + Jobs are viewed in context of a contract
- + Clear and consistent expectations
- + Opportunities for growth
- + Sense of Contribution and fun
- + Earning money is only part of the equation
- + Versatility provides security



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## MILLENNIALS

### ✦ Values

- + Live in the moment
- + Used to immediacy and expect it
- + Clear and consistent expectations
- + Earn money to spend it now
- + Demonstrate respect only if treated with respect
- + Question everything need to know why
- + Diverse demographically and comfortable with diversity



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"The good news is they're also going to be the most high-performing workforce in the history of the world. They walk in with more information in their heads, more information at their fingertips - and, sure, they have high expectations, but they have the highest expectations first and foremost for themselves." *Attracting the twentysomething worker* by NadiraA. Hira, Fortune. May 15, 2007

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✦ Keep in mind that Millennials see technology as a tool and want to use it but more importantly they want to create with it.

*Managing Generation Y* by Heather Neeley, M.A.  
Master Trainer for Rainmaker Thinking, Inc.



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Three major reasons why Millennials select one career over another.

- They want to do meaningful work that makes a difference
- They want to work with committed co-workers
- They want to meet their personal and financial goals

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## GENERATIONAL TRENDS



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## FORCES SHAPING THE FUTURE WORKPLACE



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## FORCES (CONT.)



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Nearly one billion people lack access to safe water and 2.5 billion do not have improved sanitation. The health and economic impacts are staggering

I am going to swim 10 miles= 17,600 yards= 704 laps to help provide a clean, sustainable water supply to people who lack access to clean water around the world.

**\$15,210 Raised so Far**



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Family of 6 needed a home to live in.  
Rallied her schoolmates and staff to build a house for this family through Habitat for Humanity

Raised over  
\$6,000

Keynote Speaker at  
National Conference



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## GENERATIONAL CHALLENGES

- ✦ Tell your neighbor one thing you will do differently to address some of the challenges

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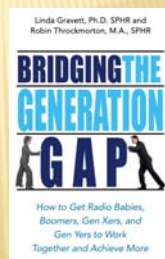
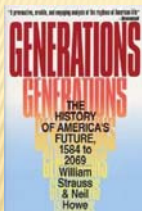
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## REFERENCES



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