



The Win-Win Culture: Maximizing Productivity from Baby Boomers to Millennials



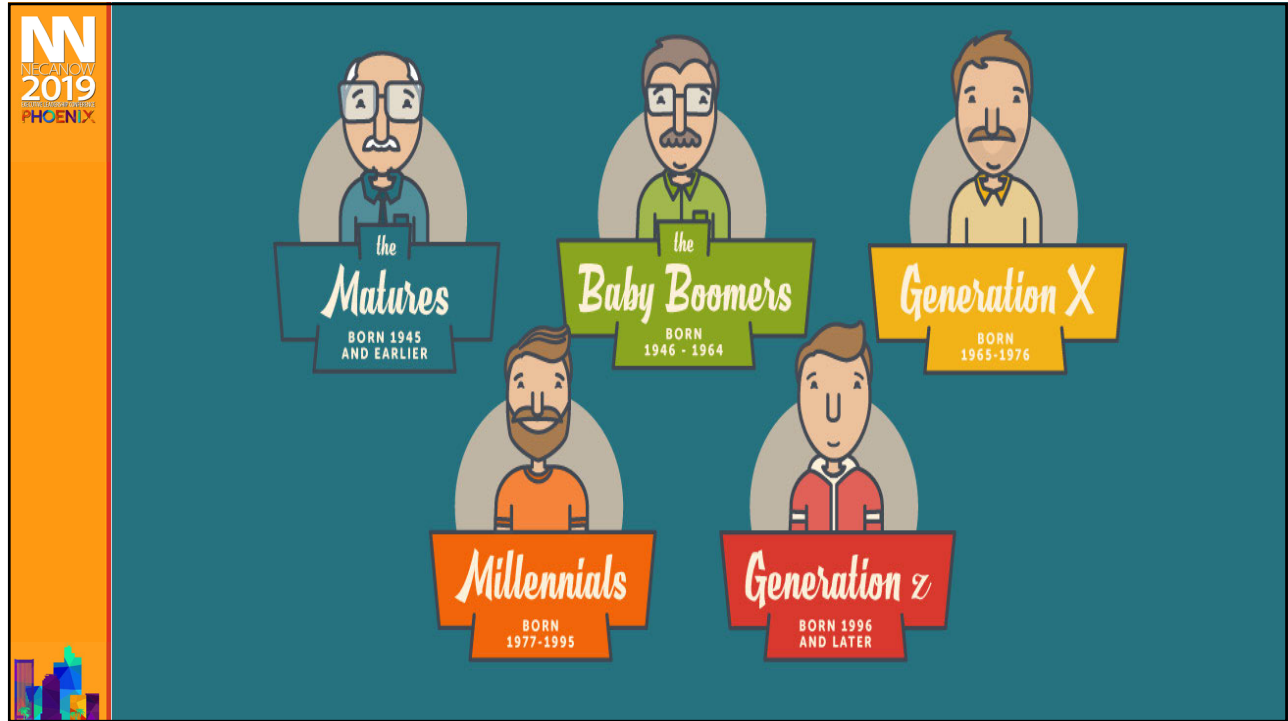
The Win-Win Culture: Maximizing Productivity from Baby Boomers to Millennials

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Wired Leadership

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Managing vs Leading

What's the difference?

Manager vs Leader

Manager's Role

- Organize
- Plan
- Manage
- Control
- Structure
- Rank
- **Process Focused**

Leader's Role

- Inspire
- Motivate
- Build Enthusiasm
- Create Buy-In
- Empower
- Relationship
- **People Focused**

Generation Defined

A generation is a group of people born around the same time, in similar socio-economic conditions, with exposure to similar media outlets. They encounter, to some degree, shared experiences as they come of age, especially those born in the same country.

From these experiences, there are three key trends that shape a generation, **economics**, **parenting** and **technology**. (I'd like to add music and major events.)

People in this "birth cohort" exhibit similar characteristics, preferences, perspectives and values over their lifetime.

Multi-generational Workforce

According to the US Bureau of Labor Statistics (BLS), three generations make up 97% of the workforce - Baby Boomers, Gen Xers, and Millennials.

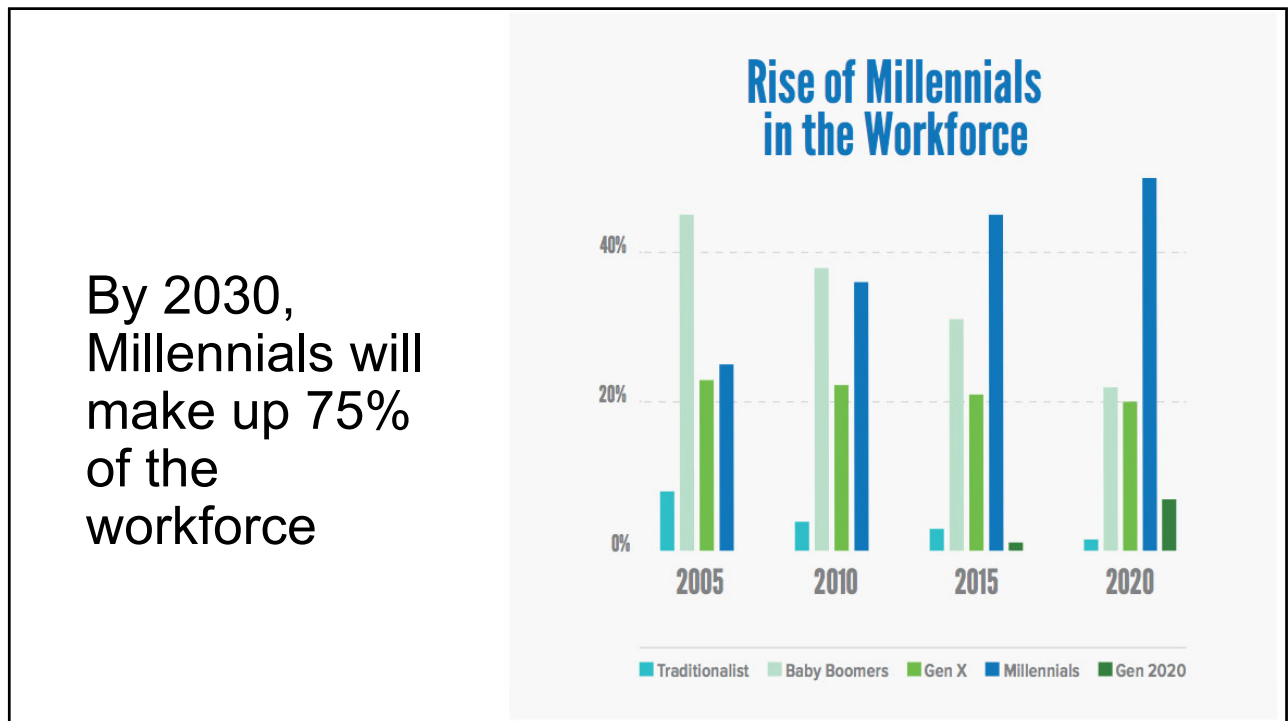
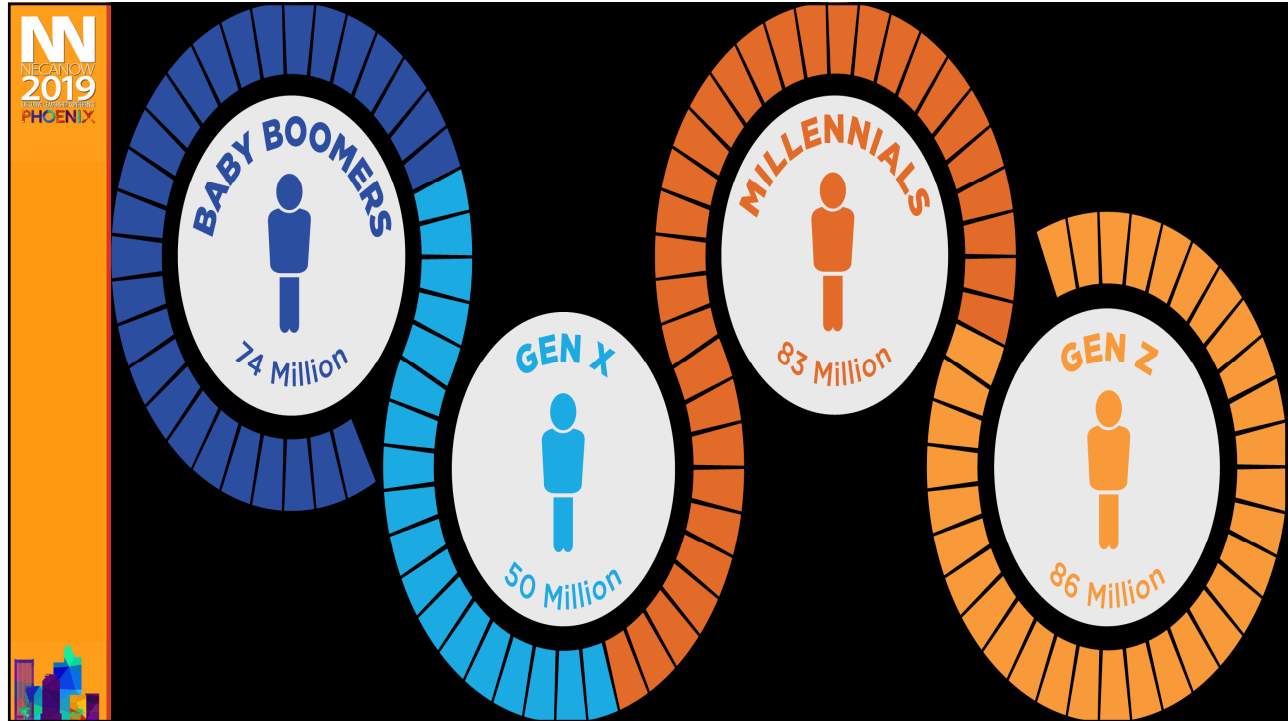
Silent Generation: Born 1945 or earlier (74 and older)










Baby Boomers: Born 1946 – 1964 (Age 55 – 73)

Generation X: Born 1965 – 1980 (Age 39 – 54)

Millennials: Born 1981 – 1996 (Age 23 – 38)

Gen Y: Born 1997 and later (22 and younger)



	Baby Boomers (1946-1964)	Generation X (1965-1980)	Millennials (1981-1996)
Aspiration	Job Security	Work-Life Balance	Freedom and Flexibility
Attitude Toward Technology	Early Information Technology (IT) adaptors	Digital Immigrants	Digital Natives
Signature Product	 Television	 Personal Computer	 Tablet/Smartphone
Communication Media	 Telephone	 E-mail	 Text/Social Media
Communication Preference	 Face to face. Ideally phone or email, if required.	 Text or Email	 Online and Mobile Messaging
Preferred Training	Classroom	Blended	Online
Career Views	Career is defined by employers	Loyal to profession, not to employer	Works "with" an organization not "for"

Baby Boomers

(Bill Clinton, Meryl Streep)
Born: 1946 - 1964

- Raised in a time of optimism (Post WW II)
- Civil Rights Movement, Vietnam, Hippie Movement
- Highest Divorce rate and 2nd marriages in history
- **Education:** "It's a birthright."
- **Work Ethic:** Work long hours/Pay your dues/Earn your keep
- **Work Assets:** Works hard, Sees the big picture, Service oriented, Will go the extra mile, Anxious to please
- **Work Liabilities:** Expects others to be workaholics, Judgmental if you disagree, Peer loyalty, Process before results, Self-centered

Generation X

(Barak Obama, Jennifer Lopez)

Born: 1965 - 1980

- Dual income families and single parents
- Harsher economic times, saw parents “downsized”
- Raised themselves (First Latchkey Kids)
- **Education:** “It’s a way to get there.”
- **Work Ethic:** Work smarter, not harder
- **Work Assets:** Independent, Adapts well to change, Direct communicators, Values information, Will do a good job if given the right tools
- **Work Liabilities:** Skeptical, Impatient, Lack people skills, Dislike rigid work requirements, Dislike authority

Millennial

(Ashton Kutcher, Serena Williams)

Born: 1981 - 1996

- Raised by “helicopter parents” hovering
- Received continuous feedback and recognition (Everybody gets a trophy, even for 5th place!)
- Formed by digitally connected world, technology, the events of 9/11, student debt, and the “Great Recession”
- **Education:** “It’s an incredible expense.”
- **Work Ethic:** Be ambitious, be rewarded for your contribution
- **Work Assets:** Highly educated, Collaborative, Goal oriented, Tech savvy, Consumer mentality, Multitask fast
- **Work Liabilities:** Inexperienced, Need supervision, Need structure, Lack discipline, High expectations, Lack skills for dealing with difficult people

MOTIVATING A MULTI-GENERATIONAL WORKFORCE

	Traditionalists	Boomers	Xers	Millennials
I need	Respect	Status	Feedback/ Autonomy	Structure/ To Contribute
Reward/ Motivation	Acknowledge expertise	Symbols of achievement / Promotion	Professional development/ Flexibility	Flexibility/ Growth
Attitude	"Get the job done"	"Let's have a meeting and talk about it"	"I'll do my part, you do yours – we'll meet up later."	"I can, I will – just let me."
Work ethic	Sacrifice	Driven	Balanced	Integration
Communication style	Formal/ Protocol	Formal/ Process	Informal/ Pragmatic	Casual/ Immediate

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Leading Across Generations

When the ideals, work ethic, and work assets of all generations are merged, this collaboration can greatly improve an organization.

As leaders, we must strategically connect our people to each other in order to create a win-win culture. Ultimately blending a stronger, more cohesive team. It's time to remove the barriers that have separated us and move towards one another building organizations that are more productive and successful. Together is better!



Questions? Thank you!

Up Next: 11:45 am
Lunch in Ballroom Lawn

Plenary Session: 12:45 – 1:45 pm
When Good Jobs Go Bad - Neil Swidey
in Grand Canyon Ballroom

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