

Cashing in on Generational Diversity

From Culture Clash to Valuable Business Asset

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Today's Webinar Speaker:

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Top Three Benefits of Leveraging Your Multigenerational Workforce

Promoting a culture of inclusion will:

1. Reduce turnover and related costs
2. Strengthen collaboration and productivity
3. Create a competitive advantage



Today's Objectives

1. Discover how generational differences impact work habits, communication styles and motivation
2. Explore how to maximize generational differences when change occurs
3. Minimize conflict and strengthen collaboration to positively influence your bottom line
4. Develop a plan for harnessing generational differences to improve teamwork, innovation and results



Influencing Factors

- Family Values
- Media
- Technology
- Games
- Music
- Social Mores
- Political Events
- Economic Conditions



Polling Question #1:

I personally grew up during a time of...

1. economic and political uncertainty. I was influenced by clearly defined sex roles and learned to respect chain of command.
2. economic prosperity and positive change, including a time that emphasized progressive views on child rearing.
3. increasing divorce rate, massive layoffs, double-digit inflation and concern for the environment.
4. multitasking, multimedia and unprecedented exposure to diversity, technology, violence and sexual themes.



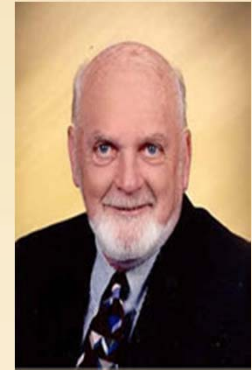
Generations at a Glance

<u>Generation</u>	<u>Born Between</u>	<u>Characteristics</u>	<u>Stereotyped As</u>
Traditionalists	Early 1920s to mid 1940s	Hardworking; Dedicated; Respectful of rules and authority; Conservative	Old-fashioned; Behind the times; Rigid/Autocratic; Change/Risk averse
Baby Boomers	Mid 1940s to early 1960s	Youthful self identity; Optimistic; Team player; Competitive	Self-centered; Unrealistic; Political; Power-driven; Workaholic
Generation X	Mid 1960s to Early 1980s	Balanced (work/life quality); Self-reliant; Pragmatic	Slackers; Selfish; Impatient; Cynical
Generation Y	Mid 1980s to Early 2000s	Fast pace/Multitasking; Fun-seeking; Technology savvy	Short attention span; Spoiled and disrespectful; Technology dependent



Question #1 Results

➤ Traditionalist →



➤ Boomer →



➤ Gen X →



➤ Gen Y →



Polling Question #2: Which generation has the strongest work ethic?

1. Generation Y
2. Generation X
3. Baby Boomers
4. Traditionalists



Question #2 Results:

Which generation has the strongest work ethic?

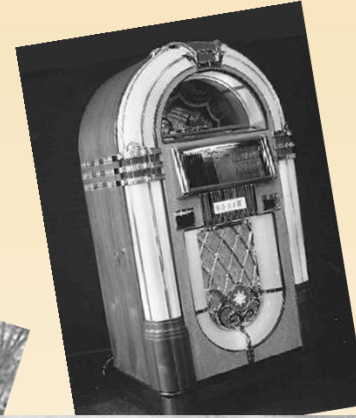
1. Generation Y
2. Generation X
3. Baby Boomers
4. Traditionalists

**Myth
Buster!**



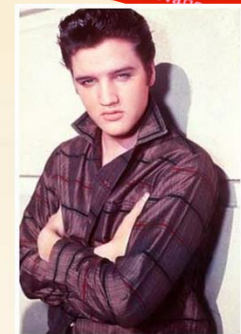
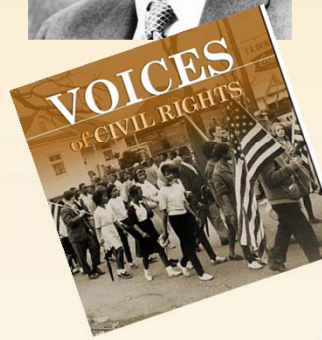
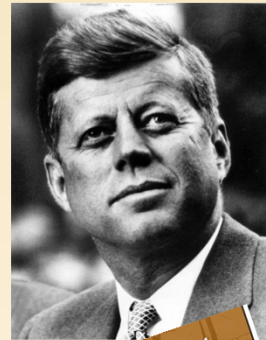
Influencing Factors (Traditionalists)

- Family Values
- Media
- Technology
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- Social Mores
- Political Events
- Economic Conditions



Influencing Factors (Boomers)

- Family Values
- Media
- Technology
- Games
- Music
- Social Mores
- Political Events
- Economic Conditions



Influencing Factors (Gen X)

- Family Values
- Media
- Technology
- Games
- Music
- Social Mores
- Political Events
- Economic Conditions



Influencing Factors (Gen Y)

- Family Values
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Key Workplace Dimensions

- Work Style
- Authority/Leadership
- Communication
- Recognition/
Reward
- Work/Family
- Loyalty
- Technology



Key Workplace Dimensions

	Traditionalist	Boomer	Gen X	Gen Y
Work Style	By the book; <i>how</i> is as important as <i>what</i> gets done	Get it done—whatever it takes—nights and weekends	Find the fastest route to results; protocol secondary	Work to deadlines—not necessarily to schedules
Authority/Leadership	Command/control; rarely question authority	Respect for power and accomplishment	Rules are flexible; collaboration is important	Value autonomy; less inclined to pursue formal leadership positions
Communication	Formal and through proper channels	Somewhat formal and through structured network	Casual and direct; sometimes skeptical	Casual and direct; eager to please
Recognition/Reward	Personal acknowledgement and compensation for work well done	Public acknowledgment and career advancement	A balance of fair compensation and ample time off as reward	Individual and public praise; opportunity for broadening skills
Work/Family	Work and family should be kept separate	Work comes first	Value work/life balance	Value blending personal life into work
Loyalty	To the organization	To the importance and meaning of work	To individual career goals	To the people involved with the project
Technology	"If it ain't broke, don't fix it."	Necessary for progress	Practical tools for getting things done	What else is there?



Experience a Diversity Moment

(Generations: M.E.E.T. for Respect in the Workplace)

- Multigenerational team
- *Five Completely Sane People*
- Colliding generational perspectives



Generational Clashes

- What is considered professional behavior?
- What are *normal* work hours?
- What is appropriate attire?
- How do you demonstrate respect?
- How important is protocol and the need for formality?
- How do you define work/life and personal/life balance?
- What role does technology play in getting work done?



Three Ways to Maximize Generational Differences During Times of Change

1. Consider key work factors
2. Have a communication plan
3. Provide generational assignments
 - ◆ Traditionalists
 - ◆ Boomers
 - ◆ Gen X
 - ◆ Gen Y
 - ◆ Cuspers
 - ◆ Natural Teams



Tips for bringing out the best in others

- Traditionalists?
- Boomers?
- Gen X?
- Gen Y?



Tips for bringing out the best of Traditionalists

- Acknowledge expertise and dedication
- Speak positively about history and legacy
- Express interest in bottom-line results
- Seek insight from years of experience
- Defer on matters when the outcome won't be damaged



Tips for bringing out the best of Boomers

- Acknowledge their hard work
- Find the communication balance
- Seek their help to navigate politically-charged environments
- Use as a sounding board (ask a lot of questions)
- Establish formal mentorship program



Tips for bringing out the best of Gen X

- Acknowledge you can learn from them
- Be clear and direct (avoid corporate jargon)
- Allow flexibility and autonomy in work style
- Encourage an informal work environment
- Honor the need for work/life balance



Tips for bringing out the best of Gen Y

- Encourage and embrace technology
- Foster a fun and fast-paced work environment
- Give them a role in important projects
- Be clear and be quick
- Give frequent and timely feedback



Tips for bringing out the best of all generations

Do . . .

- Recognize and celebrate differences
- Show respect (might look and feel different)
- Find ways to create shared values and common ground
- Focus on productivity, teamwork and customer relationships
- Challenge assumptions and raise awareness

Don't . . .

- Stereotype
- Judge capabilities by attire and work hours
- Avoid conflict or miss opportunities to improve communications and strengthen relationships
- Assume every member of any given generation thinks or behaves exactly alike
- Ridicule or make offensive remarks (*dinosaur, bureaucrat, slacker, kid*)



Tips for Developing a Plan

- Make inclusion a business priority (not a diversity initiative)
- Be clear about expected outcomes and results
- Celebrate the past in context of the future
- Review and upgrade the benefit plan
- Educate and **expose** your workforce



Q/A & Wrap-up Remarks



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