



LEADERSHIP ASSOCIATES, INC.

Why Don't They Understand?

**Understanding Generational Diversity
and the impact to business leaders**

Agenda

- Who Are These People?
- Perceptions of Each Other
- The Challenges
- Possible Solutions
- Questions

Who Are These People?

- Traditionalists
- Baby Boomers
- Generation X
- Generation Y
- Generation Z

Traditionalists

- Born before 1946.
- They value – Privacy, Hard Work*, Trust, Authority and Social Order.
- Major influences – Depression and World War II
- Communications Tips:
 - Give them time to share thoughts (silent generation)
 - Their word is their bond so listen carefully
 - Face-to-face or formal written communications is preferred
 - Do not waste their time.

Baby Boomers

- Born between 1946 and 1964.
- Value – Competition, Hard Work, Success, Body Language and Teamwork.
- Major influences – Civil Rights, Cold War, Government Gaffes (Watergate)
- Communications Tips:
 - Body language is important
 - Speak in an open, direct style
 - Answer questions thoroughly and expect to be prepared to be pressed for details
 - Present options

Baby Boomers

- Born between 1946 and 1964.
- Value – Competition, Hard Work, Success, Body Language and Teamwork.
- Major influences – Civil Rights, Cold War, Government Gaffes (Watergate)
- Management Tips:
 - Show appreciation for their extensive knowledge
 - Encourage them to share their knowledge through mentoring
 - Allow them to lead projects
 - Be prepared for resistance to change



Generation X

- Born between 1965 and 1981.
- They value – Entrepreneurship, Creativity, Information, Feedback
- Major influences – Unemployment and Recession
- Communications Tips:
 - Email is primary communications tool
 - Talk in short sound bites
 - Get their feedback
 - Share information and keep them in the loop



Generation X

- Born between 1965 and 1981.
- They value – Entrepreneurship, Creativity, Information, Feedback
- Major influences – Unemployment and Recession
- Management Tips:
 - Minimize bureaucracy and over-management
 - Give plenty of feedback
 - Leverage their problem-solving and self-starter mindset
 - Provide continuous learning



Generation Y

- Born between 1982 and 2001.
- They value – Autonomy, Diversity, Positive Reinforcement, Structure and Technology.
- Major influences – Technology and Helicopter Parents.
- Communications Tips:
 - Use action words and challenge them
 - Don't talk down to them
 - Lots of two-way feedback
 - Don't take yourself too seriously

Generation Y

- Born between 1982 and 2001.
- They value – Autonomy, Diversity, Positive Reinforcement, Structure and Technology.
- Major influences – Technology and Helicopter Parents.
- Management Tips:
 - Provide frequent check-ins and feedback
 - Provide structure and stability
 - Forget gender roles, they have.
 - Engage them in social responsibility



Generation Z

- Born between 2001 to Present.
- They value – Connectivity, Self-Direction, Technology.
- Major influences – The Internet (Digital Natives)
- Also go by:
 - Generation Wii
 - iGeneration
 - Net Gen

Perceptions and Challenges

- Research reveals the following perceptions:
 - 68% of Boomers feel “younger people” do not have as strong a work ethic as they do
 - 32% of Gen X believe the “younger generation” lacks a good work ethic which is a problem
 - 13% of Gen Y say the difference in work ethics across generations is a problem.
- “Boomers are emigrants to a world Gen. X and Gen. Y were born into.”
- Gen. X and Gen. Y struggle with non-verbal skills.
- Grandparents are competing with grandkids for the same jobs.

Now Do We Understand?

- Possible Solutions:
 - Bi-Generational Leadership – Google
 - Reverse Mentoring – similar to Bi-Gen Leadership
 - Age defines a demographic, not a person – get past the generalities
 - Take time to understand each person's motivators
- Each generation has something to contribute to the overall success of business today
- Four Generations in the workplace for the foreseeable future – How will we play?
- Thank you!



Call to Action!

- What will you do with this new information in the next 30 days to help you improve your leadership skills and more effectively lead your business?
- Questions?
- Thank You!

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