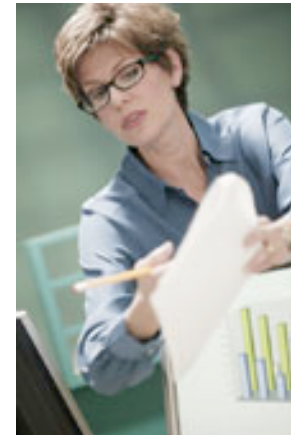
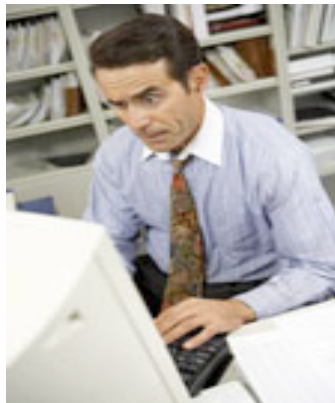


Managing Across Generations

Barb Miller: IEEE



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Seeking Common Ground



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Disclaimers

- This Presentation was developed by Boomer!
- Generalizations are not meant to offend.
- You may be a 'cusper' or you may have different experiences from your cohort.
- The generation lens is only one way to understand people and their behavior.

Agenda and Outcome

- Generational background information
- How to manage across the generations

You will leave with **CONCRETE** strategies and techniques to implement tomorrow!

Generational Population

- **Seniors: 30 million - 1900-1945**
- **Boomers: 80 million - 1946-1964**
- **Gen X: 69 million - 1965-1981**
- **Millennials: 96 million - 1981-2000**

AMA, 2008

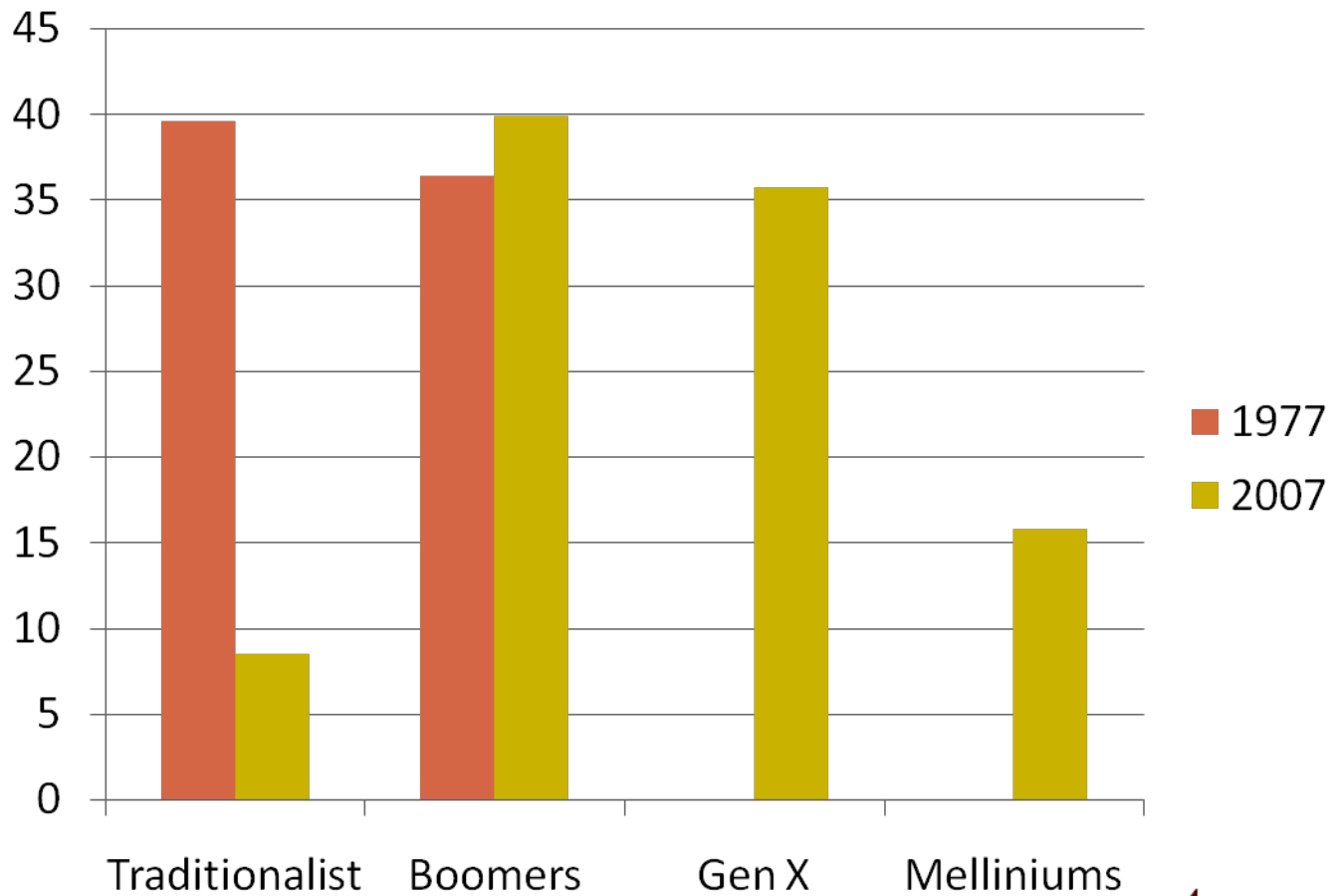


Workplace Mix in 2006

- Traditionalists: 7%
- Boomers: 41.5%- by 2012,
10,000 Americans will turn 65
each day
- X'ers: 29.5%
- Millennials: 22%



Generation Mix



Stories

"I have a woman who is bringing her group to Madison to learn about attracting and retaining young talent. To set everything up, we've communicated purely by phone calls despite my attempts otherwise. I can't tell you how irritating I found it. I wanted to scream, "Use email! Text me! Stop calling me!"

Manager wants to take Gen X on business trip...

Manager convinces boss to give her employee a bonus...

Other stories:



Traditionalist/Seniors

1909-1945 - Age: 99-63

Life Experiences

- 2 World Wars
- Depression
- New Deal - Social Security
- Victory Gardens - Self-Sacrifice
- Women in the workplace



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Traditionalist/Seniors

1909-1945 - Age: 99-63

Still Working

- Sumner Redstone - 85- Viacom
- Kirk Kerkorian - 91 - Tracinda
- Hugh Hefner - 82- Playboy Enterprises
- Warren Buffet - 78 - Berkshire Hathaway
- T. Boone Pickens - 80 - Mesa Power
- Tom Perkins - 76 - Kleiner, Perkins, Caufield
- Muriel Siebert - 75 - Wall Street firm
- Rupert Murdoch - 77- News Corp.



Boomers

1946-1964 - Age: 62-44

Life Experiences

- Consumerism
- Ozzie and Harriet
- Sexual Revolution
- Civil Rights
- Divorce rates rise
- Corporate Downsizing Begins



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Gen X

1965-1980 - Age: 43-28

Life Experiences

- Inflation
- Dual Career Families/Single Parent
- Downsizing in full Bloom
- Latchkey Kids
- AIDS
- Drugs
- Sense of Hopelessness, Cynicism
- Lennon killed; Regan shot; Watergate; Child Molesters, milk carton kids



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Millennial Generation

1981-2000 - Age: 27-8

Life Experiences

- Internet Age - Multi-task -
- Interactive - Web 2.0
- Global Economy - Global friends
- Individual in control
- Helicopter parents-Overscheduled
- Everyone given a trophy
- Raised with laws to protect them: bike helmets
- Have a team: parents, therapists, tutors
- Women and men work collaboratively
- .com bust, no social security, corp. benefits eroding
- Columbine, 9/11



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Heroes

Seniors	Boomer	Gen X	Gen Y
<ul style="list-style-type: none"> • Jackie Robinson • Jimmy Stewart • FDR • Dr. Spock • John Wayne • Betty Crocker • Lindberg • Cronkite • Rosie the Riveter • Babe Ruth • Frank Sinatra 	<ul style="list-style-type: none"> • JFK • Martin Luther King • Cleavers • Gloria Steinem • Captain Kangaroo • Kirk • Neil Armstrong • Rachel Carson • Abbie Hoffman • Elvis 	<ul style="list-style-type: none"> • Bill Gates • Bill Clinton • Beavis and Butt Head • Supermodels • OJ Simpson • Brooke Shields • Julia Roberts • Will Smith • Denzel Washington • Mike Tyson • Tiger Woods • Will Smith • Madonna 	<ul style="list-style-type: none"> • Prince William • Princess Diana • Leonardo Di Caprio • Venus and Serena Williams • Magic Johnson • Sammy Sosa • Nelson Mandela • Back Street Boys

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Music

Seniors	Boomer	Gen X	Gen Y
<ul style="list-style-type: none">• Shirley Temple• Crosby• Sinatra	<ul style="list-style-type: none">• Beatles• Elvis• Ricky Nelson• Beach Boys• Mamas and Papas• Rolling Stones	<ul style="list-style-type: none">• Punk Bands• Madonna• Live• MTV• Courtney Love• Kurt Cobain• Mariah Carey• Pearl Jam	<ul style="list-style-type: none">• Britney Spears• Back Street Boys• American Idol• 50 Cent• The Fray• Eminem• Smash Mouth• OutKast

Movies

Seniors	Boomer	Gen X	Gen Y
<ul style="list-style-type: none">• Robin Hood• Scarlet Letter• Dr. Jekyll• All Quiet on the Western Front• Alice in Wonderland• Little Women• Gone with the Wind	<ul style="list-style-type: none">• A Streetcar Named Desire• High Noon• Gentlemen Prefer Blonds• Gigi• South Pacific• King and I• My Fair Lady• Sound of Music	<ul style="list-style-type: none">• Ordinary People• Empire Strikes Back• On Golden Pond• ET• The Color Purple• Driving Miss Daisy• Tootsie• Return of the Jedi	<ul style="list-style-type: none">• Pretty Woman• Silence of the Lambs• Pulp Fiction• Toy Story• Titanic• Armageddon• Schindler's List• The Lion King• 101 Dalmatians• Star Wars

TV

Seniors	Boomer	Gen X	Gen Y
	<ul style="list-style-type: none">• What's My Line• I Love Lucy• Jackie Gleason• Father Knows Best• Bonanza• Dr. Kildare• Beverly Hillbillies• Mission Impossible• Candid Camera	<ul style="list-style-type: none">• MTV• Miami Vice• Murder She Wrote• The Cosby Show• Murphy Brown• Cagney and Lacy• David Letterman• Friends• Twenty Something	<ul style="list-style-type: none">• Seinfeld• Jay Leno• NYPD Blues• X-Files• Naked Truth• ER• The PG's• Felicity• Sex in the City• Desperate Housewives

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Attitude Toward Money Across the Generations

Seniors

Save it

Boomers

Buy it

Common
Ground

Gen X

Want it

Millennials

Get it now...
on-line!

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Social Responsibility Across the Generations

Seniors

Red
Cross

Boomers

Peace Corps
Battered Women
Shelters

Common
Ground

Gen X

Habitat for
Humanity

Millennials

Teach for
American

Artemis

Attitude Toward Careers Across the Generations

Seniors

Build a
Legacy

Boomers

Build a Career

Common
Ground

Gen X

Build a Portable
Career

Millennials

Build Parallel
Careers

Artemis

Attitude Toward Organizations Across the Generations

Seniors

Be Loyal

Boomers

Change Them

Common
Ground

Gen X

They are
Suspect

Millennials

Judge each on
Its own Merit

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Communication Styles

Seniors

Face2Face

Boomers

Face2Face
Voice and
Email

**Common
Ground**

Gen X

Email, Voice
Mail, IM

Millennials

Text, IM,
Web conference

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Attitude Toward Family

Seniors

Stay
together
at all
cost

Boomers

Get out if not
working

Gen X

Can't count on
anyone

**Common
Ground**

Millennials

Family, Friends
a top priority

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Attitude Toward Parents

Seniors

Respect
and
Obey

Boomers

Challenge

Common
Ground

Gen X

They abandoned
me

Millennials

Respect, seek
Advice, go home

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Attitude Toward Housing

Seniors

Buy a
decent
house

Boomers

Buy a big house

Gen X

Live in the
Inner
City

**Common
Ground**

Millennials

Live with
Parents

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Attitude Toward Fashion

Seniors

Suits
Corsets
Military look

Boomers

Beatnik
Long hair
Poodle skirts

Gen X

Androgynous
Dress for Success
Preppy

Millennials

Tattoos
Piercing
Lingerie look

**Common
Ground**

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Fads

Seniors

Flappers
Jitterbug

Boomers

Mickey Mouse
Bowling
Barbie

Gen X

Fitness
Country Western
Walkman

Millennials

Nintendo
Texting
Beanie Babies

**Common
Ground**

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Morals

Seniors

Boomers

Puritan
Ethic

Sensual

Common
Ground

Gen X

Millennials

Cautious

Tolerant

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Inventions

Seniors

Radio
Atomic Bomb
Jets

Boomers

Microchip
Stereo
Color TV
The Pill

**Common
Ground**

Gen X

VCR
CD
Fax
ATM
GameBoy

Millennials

Internet
Virtual Reality
Intel Pentium III
DVD
Cloning

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Benefits of a Multi-Generational Workforce

- Flexibility
 - Broad insight into customers
 - Increased creativity
 - Decisions can be stronger
 - Meet the needs of a diverse public
-
- Survivability - need to replace aging workforce



Generational Adaptation

“It is not the strongest species that survives,
nor the most intelligent.
It is the one that is the most adaptable to
change.”



Charles Darwin

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Artemis Management Consultants

Let us know how we can help support
you with your Multi-Generational
Challenges

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