

# Generation NOW

## Surviving and Thriving with Multiple Generations in the Workplace

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# Learning Objectives:

- What do we mean by generations
- Define each generation
- Strengths and challenges of each generation
- How generations approach change
- Tips to improve communication

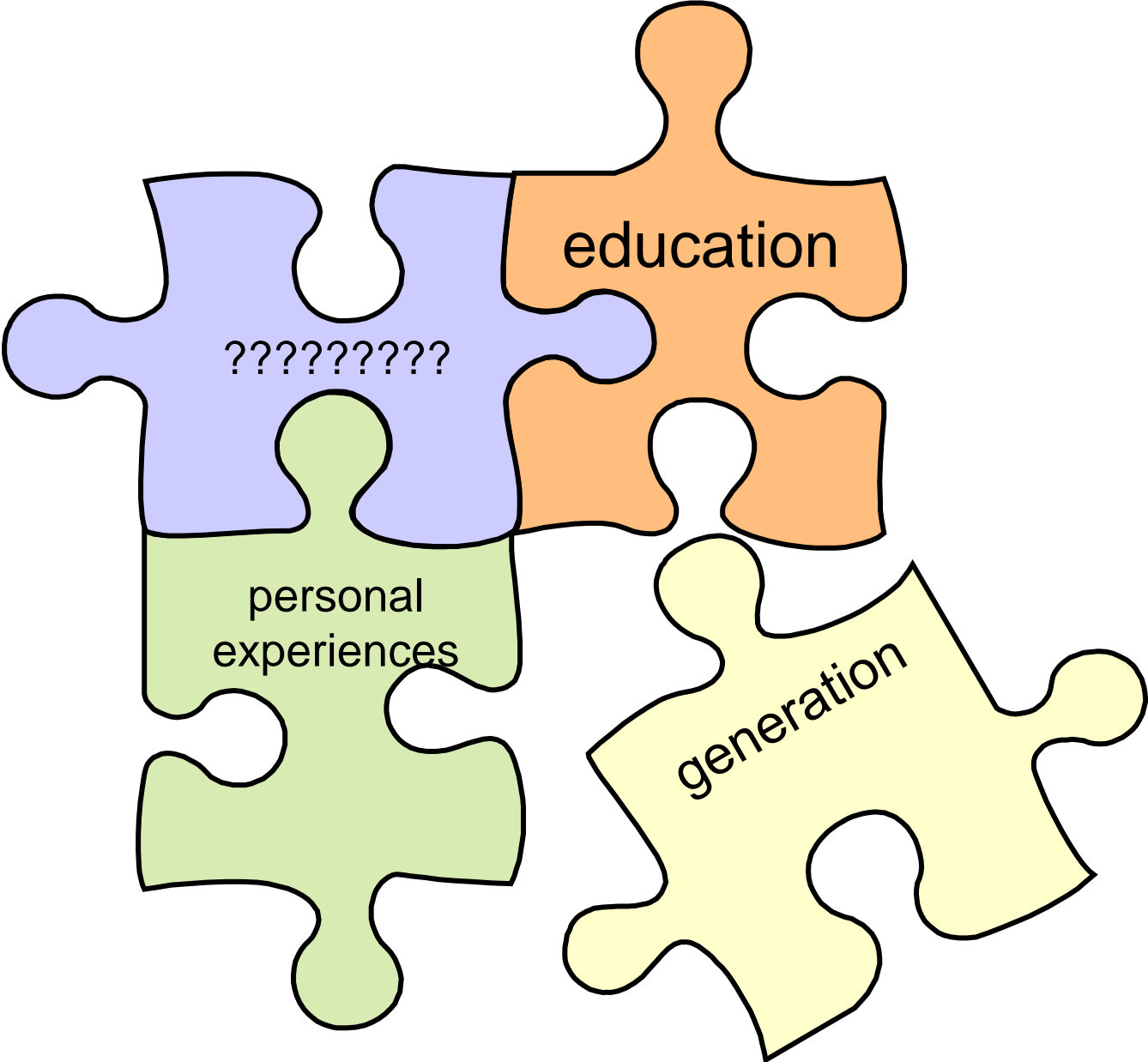
# NOTICE

THANK YOU  
FOR NOTICING THIS  
NEW NOTICE

YOUR NOTICING IT  
HAS BEEN NOTED

AND WILL BE REPORTED TO THE AUTHORITIES

# Why we are the way we are?



To: Help Desk

Subject: My computer

Remember that problem you fixed the other day. It's happening again. Can you come fix it right away.

WTF

WTF...Why is he  
such a PITA?  
Yeah we'll fix  
your problem  
...next year.





I sure like those  
Help Desk guys.  
I want to be  
friendly so I'll sign  
my name with my  
initials W.T.F.

Professor Walter T. Franklin

**What do we  
mean by  
generations?**



A black and white photograph of a large, dense crowd of people, likely at a public event or rally. The individuals are dressed in mid-20th-century clothing, including suits, dresses, and various styles of hats. Many people have their hands raised, suggesting they are cheering or participating in a collective activity. The overall atmosphere is one of excitement and shared experience. Overlaid on the center of the image is a semi-transparent grey rectangle containing the text "Generations are defined by their shared experiences" in a bold, white, sans-serif font.

**Generations  
are defined by  
their shared  
experiences**



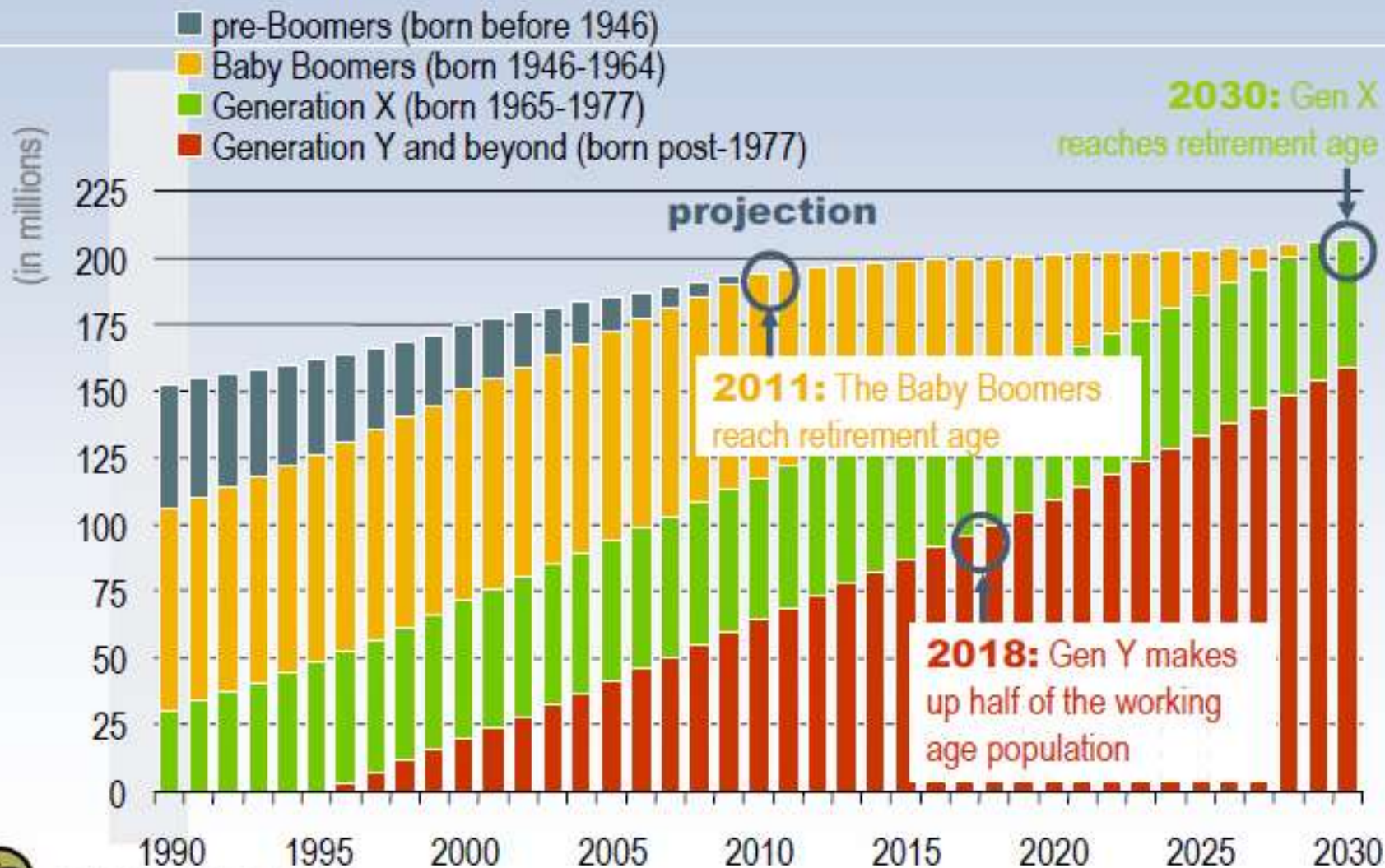
**Why might it be  
important to learn  
about different  
generations?**





# US Working Age Population by Generation

population age 18-64



TIP STRATEGIES

SOURCE: U.S. Bureau of the Census, projections based on 2000 Census

**Trends that  
affect  
generational  
change**



# Parenting Styles

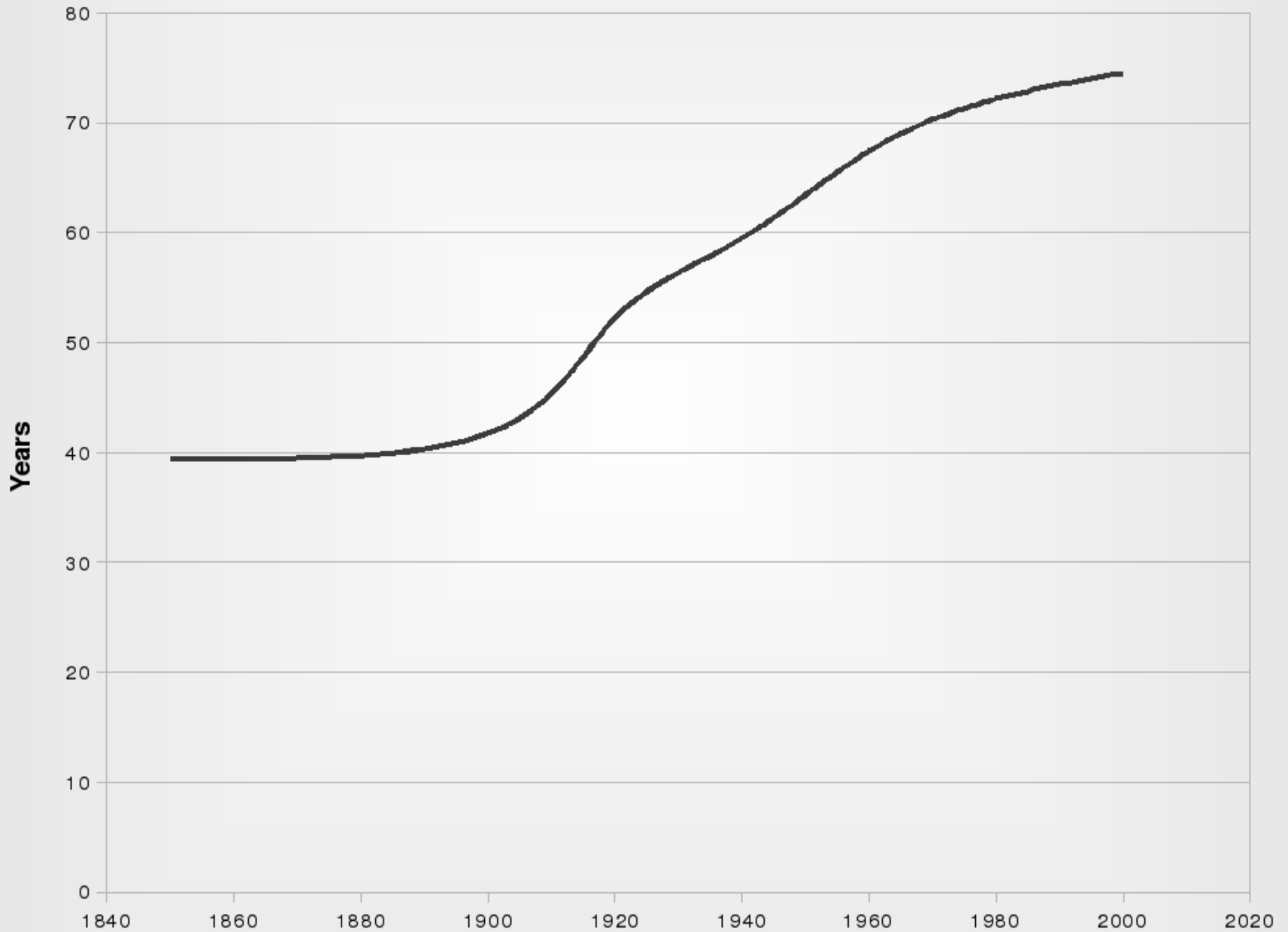


# Technology



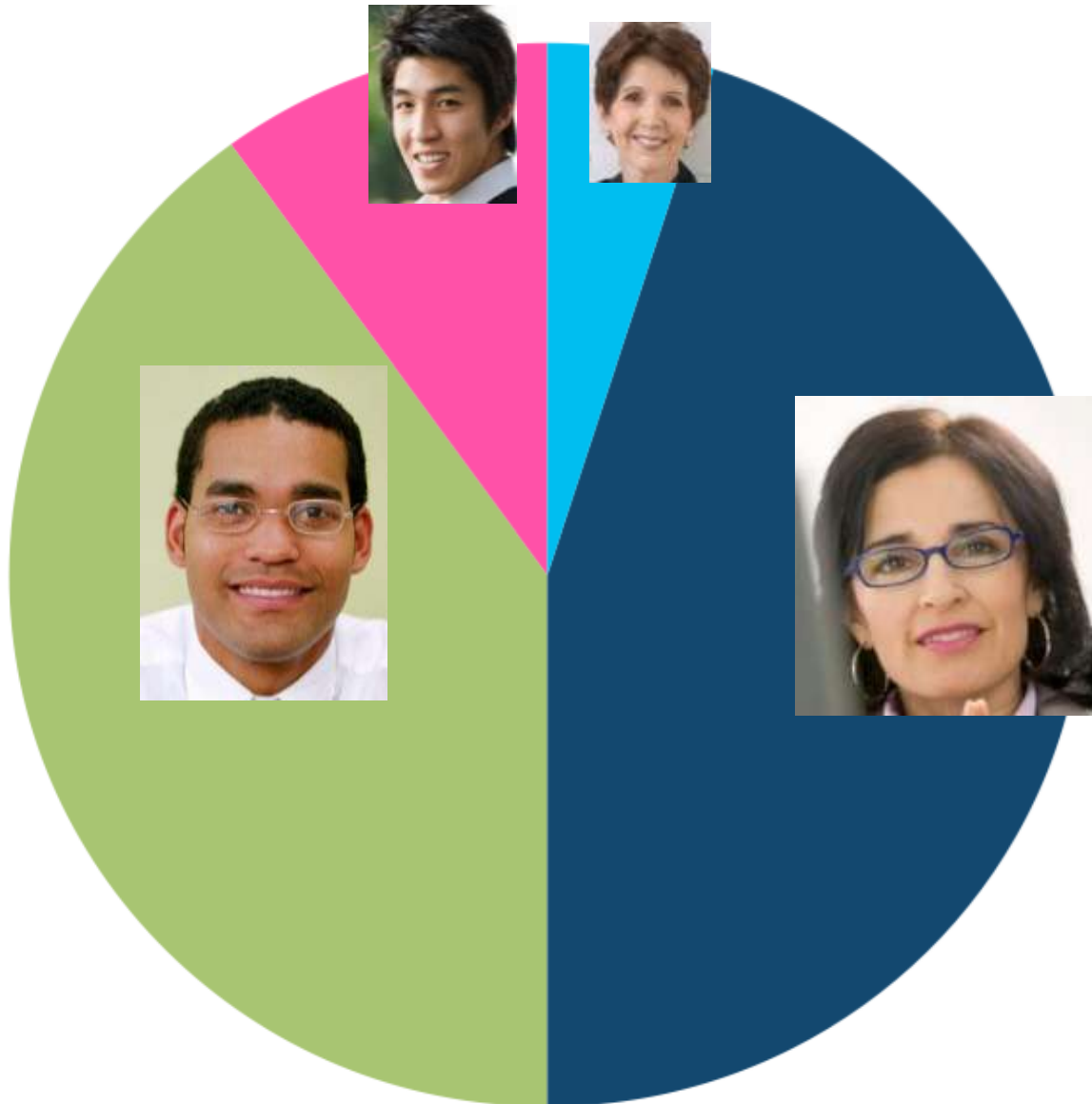
# U.S. Life Expectancy From Birth

Female, male, all races combined





# Population in the Workforce



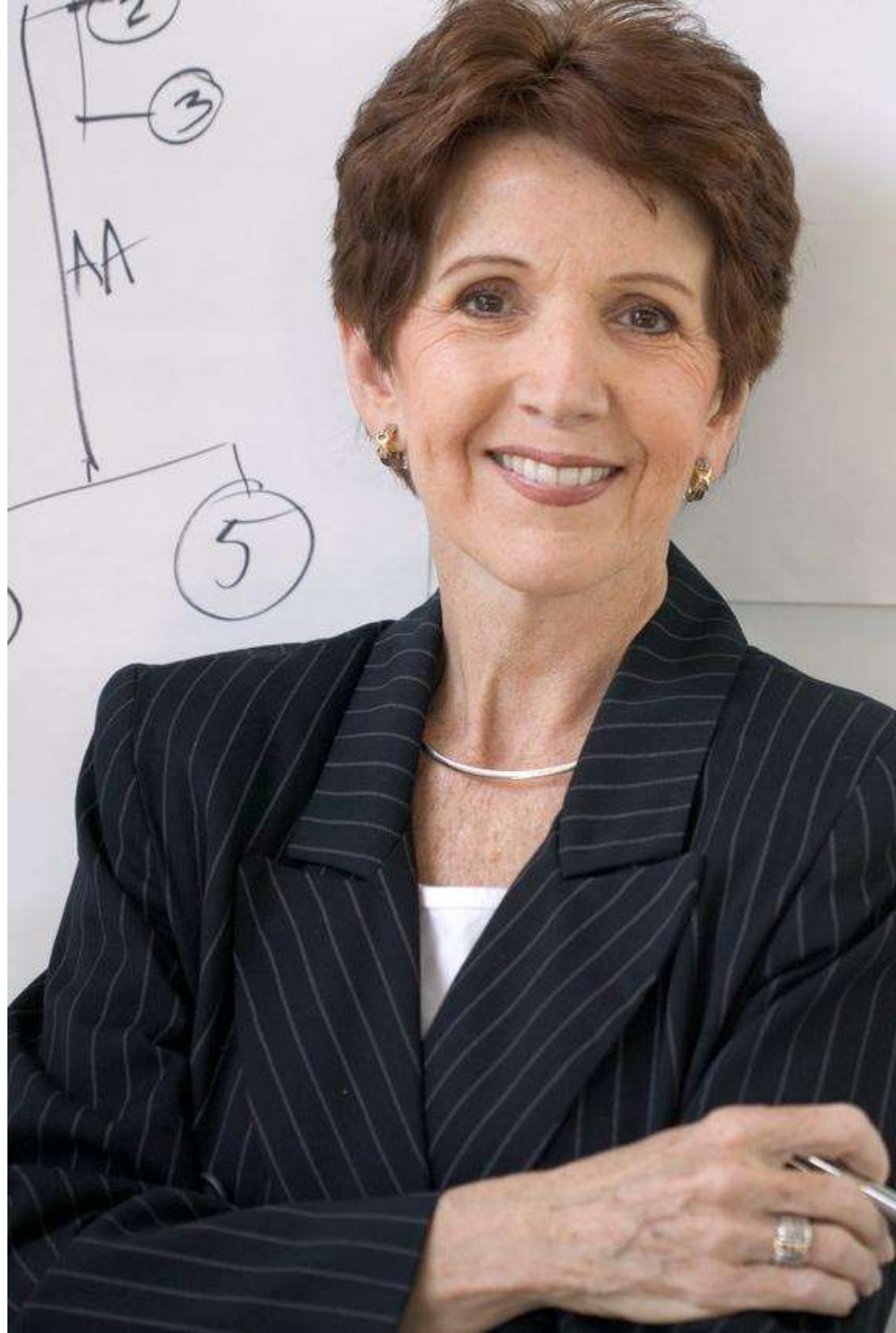
- Matures 5%
- Boomers 45%
- Gen X 40%
- Gen Y 10%



# Matures or Veterans

- Born before 1945
- Age 66 and older\*

\* As of 2011





# Boomers

- Born 1946 – 1960
- Ages 51 - 65\*

\* As of 2011



# Gen X

- Born 1961 – 1979
- Age 50 – 32

\* As of 2011



# Gen Y / Millennials

- Born 1980 - 1995
- Ages 16-31\*



\* As of 2011

	Matures	Boomer	Gen X	Gen Y	Gen Z
Birth	before 1945	1946-1960	1961-1979	1980-2000	2000 - 2020
Family	Traditional	Disintegrating	Latch key kids	Blended	
Education	A dream	A birthright	A way to get there	A huge expense	
Values	<ul style="list-style-type: none"> <li>•“We” first</li> <li>•Military</li> <li>•Respect</li> <li>•Conformity</li> <li>•Timeliness</li> </ul>	<ul style="list-style-type: none"> <li>•Loyal to “me”</li> <li>•Team oriented</li> <li>•Competitive</li> <li>•Workaholics</li> <li>•Face time</li> </ul>	<ul style="list-style-type: none"> <li>•“Prove it to me”</li> <li>•Work/Life Balance</li> <li>•Why?</li> <li>•Responsible for own success</li> <li>•Must believe in leader</li> </ul>	<ul style="list-style-type: none"> <li>•“Work hard=reward”</li> <li>•Instant gratification</li> <li>•Hive mind</li> <li>•Job not a way of life but means to provide for outside activities</li> <li>•“Army of 1”</li> <li>•Adult-o-lescence</li> </ul>	
Heroes	Army, Navy (not individuals)	MLK JKF	No common hero	Family or someone they know or met (individual)	