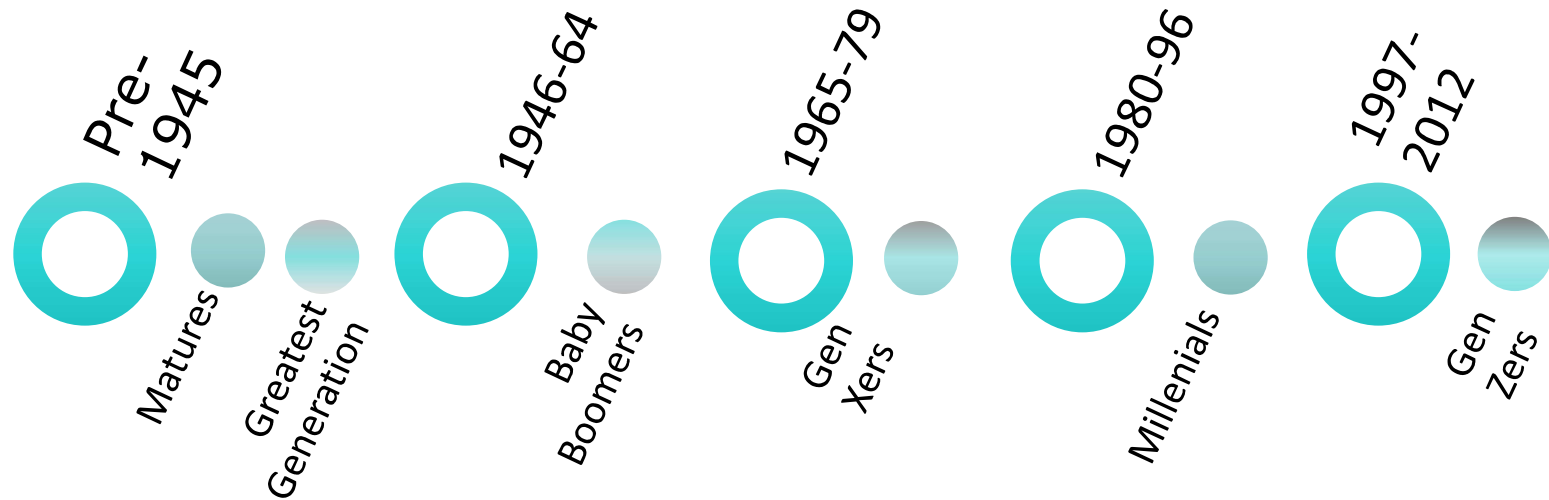


Generational Insights



Can We Pass
the Baton?


The Generations



○ Outliers




Baby Boomers

- 79 >> 66 million, 10k turn 65 daily
 - Civil rights, Roe v Wade
 - Conspicuous consumption
 - Hard work = success
- 




Generation X

- 54 Million > > 66million
 - Watergate, Challenger, Clinton
 - Latch key kids
 - 24/7 media, sold to constantly
 - Unforgiving/skeptical
- 




Millennials

- 75 > 81 million- 50% wf
 - Domestic terror
 - High self-esteem
 - Group oriented
 - Mass scale influence
- 




More about Millennials

- Collaborative
 - In search of meaning
 - Empowered, voice
 - Risk Averse
- 



Generation Z

- Don't remember 9/11
 - 100% connectivity
 - Learn everything on YouTube
 - GenX parents
 - Participation trophy
 - Reality of world
- 

What's it all Mean?

	Loyalty	Respect	Mngmnt	Face Time	Age	Titles
Boom	Job/Co	Given	Leader	Powerful	18	Impressive
X	Leader	Earned	Nuisance	Pathetic	21	Empty
Millen	Peers	Earned	Guide	Social	30	Irrelevant

Accenture Study




Employee is at his/her desk 7am-7pm, including lunch.

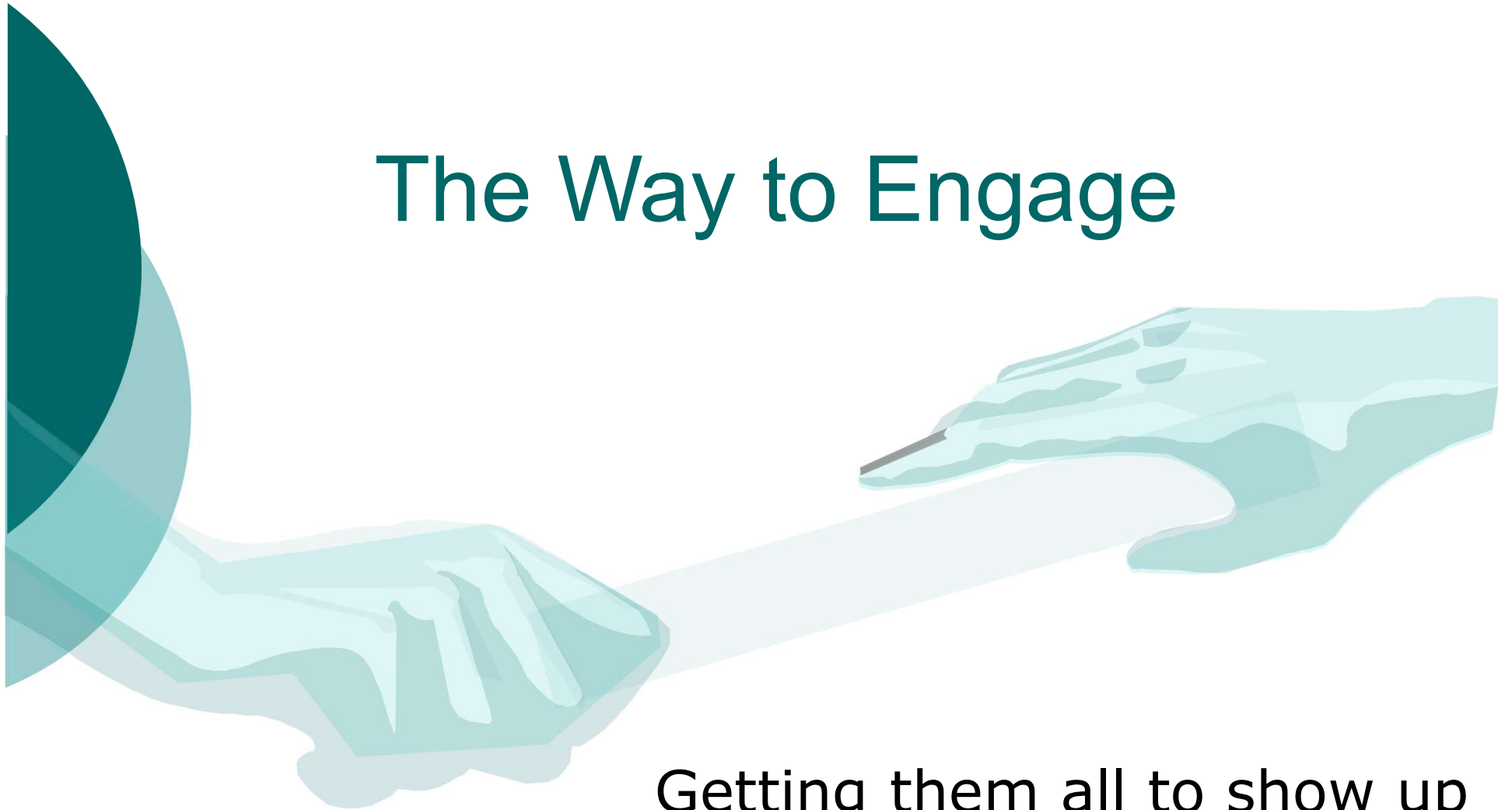
What does this say about this employee?



What's a “work day”?

- Baby Boomers: 5 min/5min rule
 - GenX:8-4, go to practice
 - Millenials: Bring my dog with me, after yoga class
- 


The Way to Engage



Getting them all to show up




Boomers

- Whatever it takes attitude
 - Value face time
 - Communicate
 - Value the team and goals
 - Avoid text talk
 - Understand their job
 - In person if possible
- 




Gen X

- Honor all commitments
 - Flex and negotiate schedules
 - Communicate
 - Straight to the point
 - Walk the talk
 - Infrequent
 - Email preferred
- 




Millennials

- Sincere interest in individual
 - Personal & company goals
 - Have fun, flex schedule
 - Communicate- Not Xers
 - Outline steps to goal
 - Establish checkpoints
 - Frequent feedback
 - Be positive
- 




Expected Tenure

- Baby Boomers vs. Millennials
 - Succession
 - Institutional Knowledge
 - Paying Dues
- 



Generational Differences

- Boomers
 - Participatory, Interactive, Examples
 - Gen X
 - Career goals, Leaders/peers, Smarter
 - Millennials
 - Group, Benefit, Fun, Role in teaching
- 


The Way to Give Feedback



Rewards & Recognition




Boomers

- Public- trophies, plaques
 - Direct, private negative feedback with suggested changes
- 




Gen X

- Offer variety
 - Private gratitude
 - Honor commitments to goals
 - Maintain trust
- 



Millennials

- Options, like Gen X
 - Celebrate Publicly
 - Celebrate on Company time
 - Title and Responsibility change
- 

Pepsi Commercial





Thank You
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