Understanding and Managing Generations

-From Stick Ball to Selfie Stick-
Generations in the Workplace Today

- **Traditionalists**
  - 1920-1946
  - US Population: 28.3 Million

- **Generation X**
  - 1965-1976
  - US Population: 65.7 Million

- **Baby Boomers**
  - 1946-1964
  - US Population: 75.6 Million

- **Millennials**
  - 1977-1997
  - US Population: 79.4 Million
Traditionalists
1920-1945

Also known as “The Silent Generation”

Make up less than 3% of US Workforce

1. Born during the Great Depression and WWII
2. Typically are very loyal to their workplace, these are the associates who have been employed for 35+ years.
3. Prefer to keep their heads down and mouths closed and noses to the grindstone as a method to achieve slow, steady and silent progress.

EXCHANGE 2019
Baby Boomers
1946-1964

Currently make up 30% of US workforce

Their aging will change America.

1. Born during the Civil Rights Movement, the Vietnam War and saw people land on the Moon.
2. They place a high value on success and are achievement oriented which causes them to work long hours.
3. Occupy most executive/management roles today.
Generation X
1965-1976

Currently make up 33% of US workforce

Also known as “Gen X” or “Latchkey Generation”

1. Born during the Watergate Scandal, resignation of President Nixon and the Oil Embargo.
2. As the first generation to grow up in homes with both parents working they have evolved into independent associates in the workplace.
3. Willing to change job if it increases compensation or rank with in the company. On average a Gen Xer will change jobs 7 times.

EXCHANGE 2019
Millennials

1977-1997

Currently make up 34% of US workforce but that is projected to grow to 50% by 2020.

Also known as “Gen Y”

Average student loan debit is $35,000

1. Born during the rise of the personal computer, the internet and terrorism.

2. This is the most educated generation in history as many millennials have delayed entry into the workforce due to decrease in jobs.

3. Work is a means to an end, they need constant feedback and want to move up the ladder now rather than later.
Generation Z

Will start to enter the workforce in the next few years.

Also known as “Gen Edge”

“Its all about me”

1. The have never known a world without cellphones or computers.
2. They have witnessed their parents go thru the recession.
3. There is a rise in technical school and community college education due to the stigma of student loan debt.
Preferred Management Styles

- **Traditionalists**: Prefers a strong leader who tells them what they need done and then allows them to do it.
- **Baby Boomers**: Prefers a leader who is ethical, fair and consistent. Likes group interaction.
- **Gen X**: Prefers someone who is fun and flexible and who is willing to allow them the discretion to complete tasks their own way.
- **Millennials**: Prefers to have a manager that acts like a coach or mentor.
Generational Clash Points

Technology
Generational Clash Points

Work/Life Balance
Generational Clash Points

Training
Questions from the Audience
For more information email me at: Carlie.Crouch@Perdue.com