

Understanding and Managing Generations

-From Stick Ball to Selfie Stick-

Generations in the Workplace Today

Traditionalist
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.

Baby Boomers

1946-1964

Currently make up 30% of US workforce

Their aging will change America.



2

1 Born during the Civil Rights Movement, the Vietnam War and saw people land on the Moon.

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.

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

1998-...

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

Also known as “Gen Edge”

“Its all about me”



1

They have never known a world without cellphones or computers.

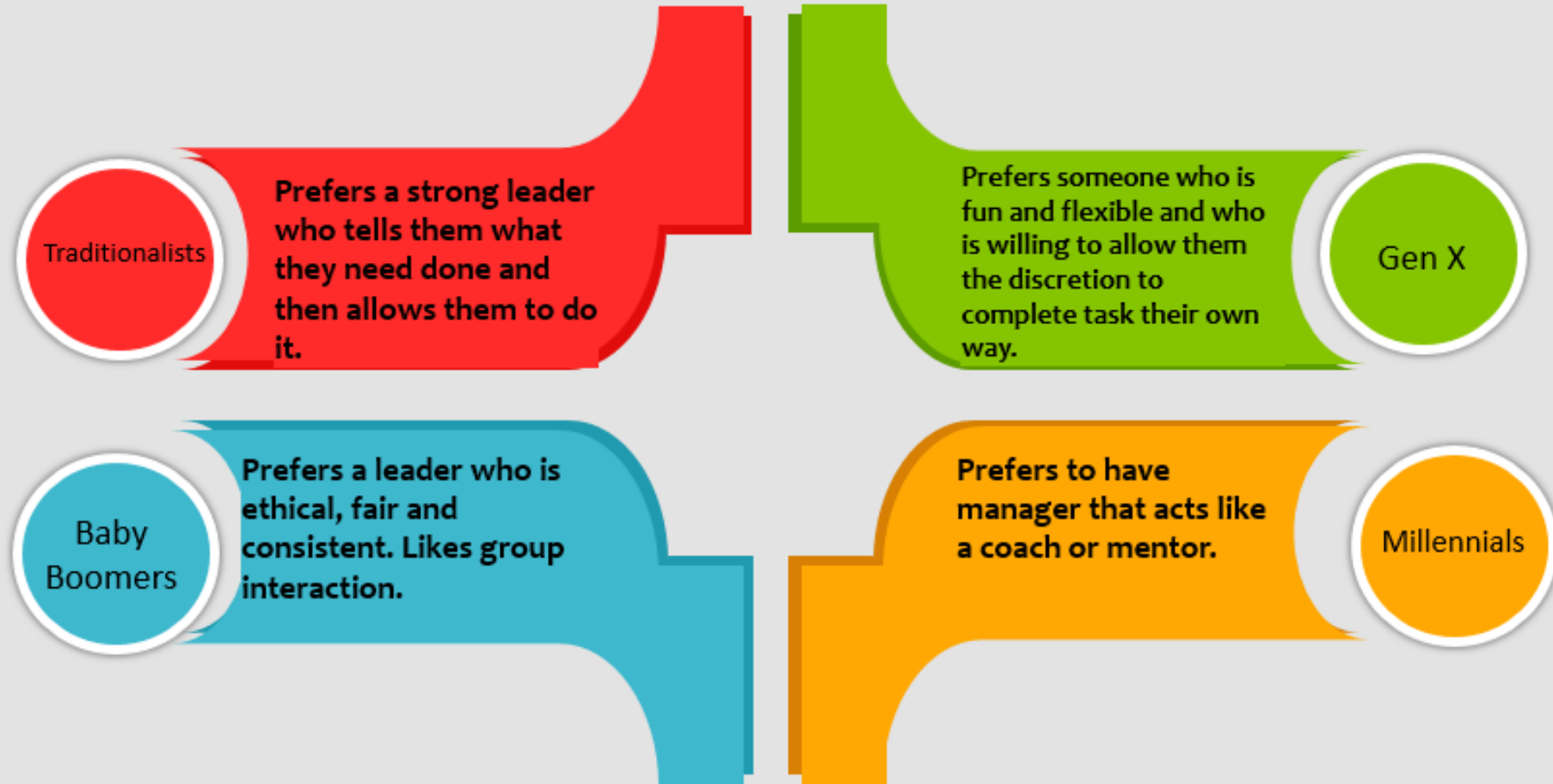
2

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



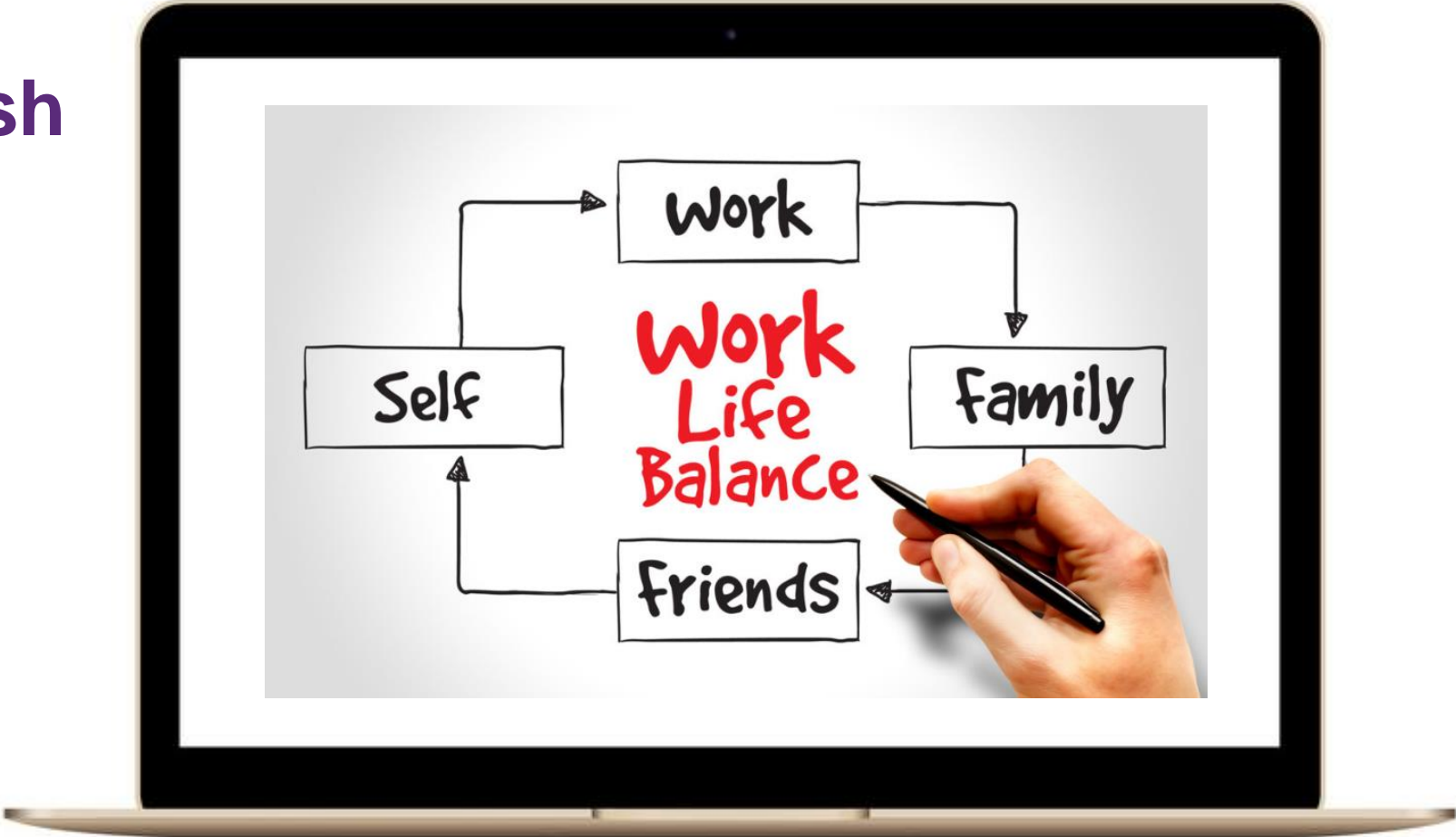
Generational Clash Points

Technology



Generational Clash Points

Work/Life Balance



Generational Clash Points

Training



Questions from the Audience



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