Bridging the Generation Gap

January 26, 2017
Agenda

Multiple Generations

Human Factors

Design Strategies

Discussion
Multiple Generations – 1 Workplace

**Silent**

1925-1945

- WWII
- GI Generation
- Silent Generation
- Duty First
- Live to work
- By the book
- Loyal
- Faith in Institution
- Move to the Suburbs
- Flexibility
- Empathy
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**Baby Boomers**
- 1946-1964
- Vietnam War
- Get it Done
- Live to Work
- Competitive
- Consumers
- They are what they do
- Civil & Woman's Rights
- Personal Computers
- Idealism
- Social Confidence
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Work / life balance
Latchkey generation
Question authority
Self reliant
What’s in it for me?
Internet/Mobile Phones
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**Millennials**
- 1980-2000
- 9/11 Attacks
- Work to deadlines
- Technology rules
- Connected 24/7
- Global Network
- What are you doing for me?
- Team oriented
- Google/Facebook
- Risk-taking
- Emotional Stability
- Intellectual Curiosity
- Feedback
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Gen Z
2000-2020
Militant Extremist
Optimistic
Genuine Experience
High Expectations
Social Network
Multi-modal
Embedded Tech
Apps
Creativity
Motivation
Timeline of Influential Life Events

1903 - Wright Bros. take flight
1914 - WWI begins
1929 - Stock market crashes
1954 - Vietnam War begins
1964 - Civil Rights Act enacted
1980 - AIDS emerges
1989 - Fall of Berlin Wall
2001 - September 11 attacks

3% - Percent of 2010 adult population (Census estimate)
14% - Percent of 2010 adult population (Census estimate)
33% - Percent of 2010 adult population (Census estimate)
28% - Percent of 2010 adult population (Census estimate)
22% - Percent of 2010 adult population (Census estimate)

83+ - Age in 2010 (Pew)
65 - 82 - Age in 2010 (Pew)
46 - 64 - Age in 2010 (Pew)
30 - 45 - Age in 2010 (Pew)
29 - Age in 2010 (Pew)

Katharine Hepburn
Born 1907

George H. W. Bush
Born 1924

Martin Luther King, Jr.
Born 1929

Tina Turner
Born 1939

Oprah Winfrey
Born 1954

Michael Jordan
Born 1963

Jay-Z
Born 1969

Tiger Woods
Born 1975

Christina Aguilera
Born 1980

Mark Zuckerberg
Born 1984
Shifting Demographics

U.S. Population

2015
- 14.9% - 65 years or older
- 62.2% - 18-64 years old

2035
- 21.7% - 65 years or older
- 57.8% - 18-64 years old

Source: US Census Bureau and Bureau of Labor Statistics
• What values are present in the workplace?
• How much does culture affect these values?
• How do these values manifest across generations?
Sample Core Values

- **Passion for Excellence**: We do our best at all time
- **Customer Focus**: We care and it makes a difference
- **Innovation**: Good is never enough, we seek newer and better ways
- **Integrity**: We always do the right thing, not the easy thing
- **Teamwork**: We achieve more by working together
- **Proactivity**: We take the initiative to make things happen
- **Empowerment**: We enable, we are accountable
- **Diversity**: We treat everyone as equals and value differences
- **Communication**: We encourage open, consistent and two way communication
- **Fun**: We enjoy what we do
Values-based Communication

**JUST HOW IMPORTANT IS COMMUNICATION TO YOUR EMPLOYEES?**

Checking-in for 15 minutes each week is more important to employees than a top benefits package.

81% of employees would rather join a company that values "open communication" than one that offers great perks such as top-flight health plans, free food, and gym memberships.
# Generations work styles in the Workplace

<table>
<thead>
<tr>
<th>Generation</th>
<th>Period</th>
<th>Age Range</th>
<th>Work Ethic</th>
<th>Communication</th>
<th>Interactive Style</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent</td>
<td>Before 1945</td>
<td>72+</td>
<td>Hard work, Sacrifice, Duty before fun</td>
<td>Formal, Memo</td>
<td>Individual</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>1946-1964</td>
<td>52-71 yrs</td>
<td>Workaholics, Work efficiently</td>
<td>In person</td>
<td>Team player</td>
</tr>
<tr>
<td>Generation X</td>
<td>1965-1979</td>
<td>38-51 yrs</td>
<td>Want structure &amp; direction, Self-reliance</td>
<td>Direct, Immediate</td>
<td>Entrepreneur</td>
</tr>
<tr>
<td>Millennial (Generation Y)</td>
<td>1980-2000</td>
<td>17-37 yrs</td>
<td>What's next, Multitasking, Goal oriented</td>
<td>Email, text</td>
<td>Participative</td>
</tr>
<tr>
<td>Generation X</td>
<td>2000-Present</td>
<td></td>
<td>TBD</td>
<td>Social Media, Mobile</td>
<td>Digital</td>
</tr>
</tbody>
</table>
One Size Does Not Fit All
Personalization
Collegial Environments
Employee Experience
Cross Generation Collaboration
Flexibility
Corpitality
Bridging the Generation Gap

A multigenerational workplace is... flexible, collaborative, comfortable, engaging, productive, authentic, immersive.

all about people. fun, energetic, supportive, open, efficient, vibrant.