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## The Gens

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## Leadership and Culture



CREATING ENGAGEMENT



CULTURE OF COMMUNICATION



GENERATIONAL DIFFERENCES IN THE WORKPLACE



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## Learning Objectives

- Understanding the Generations
- Understanding of the environmental "shapers" for each generation
- The Impact of emerging adult and the workforce shortage
- The importance of Leadership to adjust or shift retention, recruitment and work strategies



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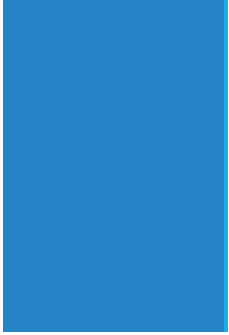
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Are you Ready?

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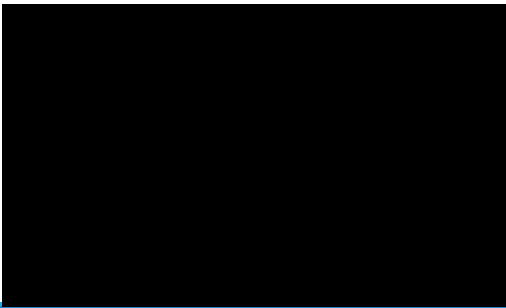
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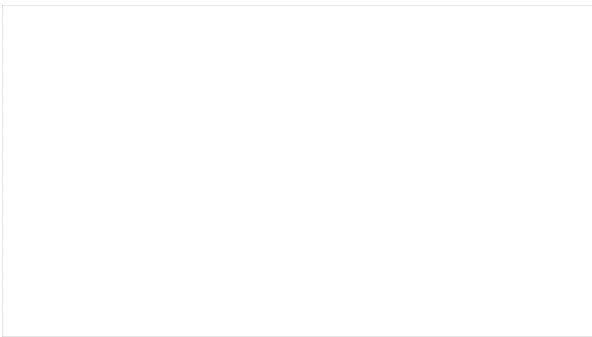
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### Creating Engagement

Who are you trying to engage

What do they value?

Do Generational Differences play a role?

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### The Generations

- Traditionalists
- Baby Boomers
- Gen Xers
- Millennials "Gen Y"
- Gen Z

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### Traditionalists: "Greatest Generation"- Tom Brokaw

Born 1922-1943  
 Wealthiest Generation,  
 Respect Seniority/Chain of Command,  
 Childhood of Hardship and Struggle  
 Courageous, Loyal, Dedicated



Adapted from Duluthian March/April 2008

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### The Music (Top 10 1940)

- 1) Artie Shaw, "Frenesi"
- 2) Glenn Miller, "In the Mood"
- 3) Tommy Dorsey, "I'll Never Smile Again"
- 4) Bing Crosby, "Only Forever"
- 5) Glenn Miller "Tuxedo Junction"
- 6) Glenn Miller, "Woodpecker Song"
- 7) Glenn Miller, "Careless"
- 8) Glenn Miller, "When You Wish Upon a Star"
- 9) Bing Crosby, "Trade Winds"
- 10) Andrews Sisters, "Ferry Boat Serenade"



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### The Products 1950's

- 1950  
The first credit card(Diners) invented by Ralph Schneider.
- 1951  
Charles Ginsburg invented the first video tape recorder (VTR).
- 1953  
Transistor radio invented by Texas Instruments.

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### The Parenting

- Children were seen and not heard
- They were left to figure it out for themselves
- High school diploma was the expectation
- Work/First job was at a very young age
- Play time was not a structured event.

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### Baby Boomers: "Me Generation"

- Born 1943-1960
- Workaholics
- Confident/Team Players
- Social Consciousness
- Highly Competitive
- Value Respect,
- Youth, Individuality
- They Live to work

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**D**espite treadmills, plastic surgery, and teeth whitening, baby boomers will, eventually, die. (Sorry to catch you off guard with that.) They need not, however, go gently into that good night with a cookie-cutter funeral service. They can go the same way they've done everything since 1946: with consummate individuality.

PartyThereafter is a Minneapolis-based alternative funeral/memorial planning service that celebrates lives well-lived by thinking outside the pine box. Principals Brad Farnham and Scott Novak help families create the ultimate sendoffs.

### Funerals, Outside the Box

*A local firm will help you plan the ultimate after-party, don't you deserve it?*

*By Pamela Hill-Hoffman*

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### The Music (Top 10 1960)

1. Cathy's Clown, Everly Brothers
2. He'll Have to Go, Jim Reeves
3. Theme from a "Summer Place", Percy Faith
4. It's Now or Never, Elvis Presley
5. Teen Angel, Mark Dinning
6. I'm Sorry, Brenda Lee
7. Running Bear, Johnny Preston
8. Handy Man, Jimmy Jones
9. Stuck On You, Elvis Presley
10. Let's Twisty Again, Chubby Checker



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### The Products 1960's

1962

The audio cassette invented.

1967

The first handheld calculator invented.

1969

The ATM invented.

The bar-code scanner invented



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### The Music (Top 10 of 1970)

1. Layla - Derek and the Dominos
2. Bridge Over Troubled Water - Simon and Garfunkel
3. Let It Be - The Beatles
4. Your Song - Elton John
5. Get Up (I Feel Like Being A) Sex Machine - James Brown
6. Lola - The Kinks
7. Who'll Stop the Rain - Creedence Clearwater Revival
8. Fire and Rain - James Taylor
9. Paranoid - Black Sabbath
10. All Right Now - Free



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## The Products

**1970**

The floppy disk invented by Alan Shugart.

**1971**

The liquid-crystal display(LCD) invented by James Fergason.

VCR or video cassette invented.



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## 1970's Continued

**1972**

Pong first video game invented by Nolan Bushnell.

**1975**

The push-through tab on a drink can invented.

**1979**

Cell phones and Walkman invented.



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## The Parenting

- Children were starting to be “heard and seen”
- Education beyond high school was becoming an expectation
- Play time was still an unstructured event yet organized community sports were emerging in limited numbers
- The dinner table was still relevant



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## Gen Xers

- Born 1960-1980
- Tech Savvy
- Latchkey Kids
- Economically Conservative
- Skeptical/Survivors
- Highly Individual Workers
- Value Diversity and see risk taking as good.
- They work to live
- Adapted from Duluthian March/April 2008

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## The Music (Top 10 of 1980)

1. Call Me, Blondie
2. Another Brick in the Wall, Pink Floyd
3. Magic, Olivia Newton-John
4. Rock With You, Michael Jackson
5. Do That to Me One More Time, Captain and Tennille
6. Crazy Little Thing Called Love, Queen
7. Coming Up, Paul McCartney
8. Designer Music, Lipps, Inc.
9. It's Still Rock and Roll to Me, Billy Joel
10. The Rose, Bette Midler




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## The Products

- 1981**  
The first IBM-PC invented.
- 1983**  
The Apple Lisa invented.
- First Cabbage Patch Kids sold.
- First Mobile Phones Sold by AT&T




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1987  
Wall  
Street

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### 1980's Continued

- Windows program invented by Microsoft.
- Doppler radar invented by Christian Andreas Doppler.
- Prozac invented at the Eli Lilly Company by inventor Ray Fuller.

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### The Parenting

- Parents and children interaction time is increasing.
- Play time with peers is much more structured and # of activities increased.
- Parents are doing more for their kids rather than allow kids to "figure it out" for themselves.
- Children are starting to learn the concept of "everyone wins" (Medal for Participation!)

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### Millennials – Gen Y

- Born 1980-2002
- The Internet Generation
- Short Attention Span
- Multitask and Master
- Complex Systems Quickly
- Optimistic
- Highly Collaborative



Adapted from Duluthian March/April 2008

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### The Top 10 of 1990

1. Hold On, Wilson Phillips
2. It Must Have Been Love, Roxette
3. Nothing Compares 2 U, Sinead O'Connor
4. Poison, Bell Biv DeVoe
5. Vogue, Madonna
6. Vision of Love, Mariah Carey
7. Another Day In Paradise, Phil Collins
8. Hold On, En Vogue
9. Cradle of Love, Billy Idol
10. Blaze of Glory, Jon Bon Jovi



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### The Products

**1990**

The World Wide Web and Internet protocol (HTTP) and WWW language (HTML) created by Tim Berners-Lee.

**1992**

The Pentium processor invented.

**1994**

Public Access Wireless Internet Connection Proposed ("Wi-Fi Hotspot")

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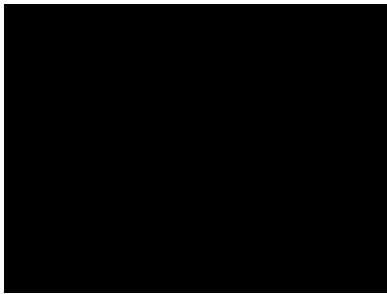
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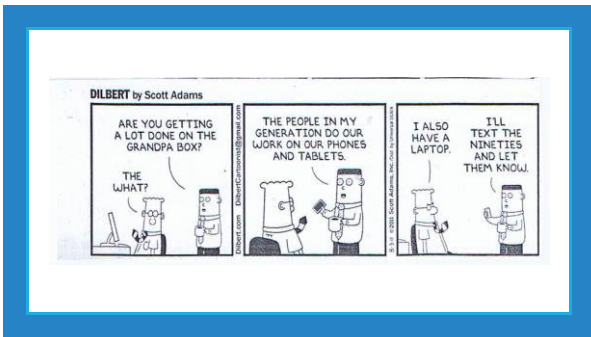
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### Gen Z

Born 1997 – 2012

The most racially/ethnically diverse group in history

Multitaskers  
True Digital Natives.

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### Gen Z

Feeling valued is a priority in the workplace

Very inclusive – one big group  
Expect and Respect Diversity

Loyal to the Mission

Preferred communication is face to face or face time

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### The Music (Top 10 of 2000)

1. Breathe, Faith Hill
2. Smooth, Santana Featuring Rob Thomas
3. Say My Name, Destiny's Child
4. I Wanna Know, Joe
5. Everything You Want, Vertical Horizon
6. Maria Maria, Santana Featuring The Product G&B
7. Bent, Matchbox Twenty
8. Amazed, Lonestar
9. I Knew I Loved You, Savage Garden
10. He Wasn't Man Enough, Toni Braxton



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### The Parenting

- "Hover" Parents emerge
- Play time is highly structured; constant activity.
- College is the expectation but how long is extended.
- Children live at home longer or move back.
- The "Sandwich Generation" emerges.
- Social time is no longer face to face it is digital.
- Children look to mom or dad to "figure it out".



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### The Products 2000

- 2003: Skype
- 2004: Facebook
- 2005: YouTube
- 2006: Wii video game console
- 2007: Apple iPhone
- 2009: Twitter
- 2010: Instagram
- 2011: Snapchat
- 2016: TikTok



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### The Top 10 of 2010

1. Need You Now, Lady Antebellum
2. California Gurls, Katy Perry Featuring Snoop Dogg
3. Love The Way You Lie, Eminem Featuring Rihanna
4. Hey, Soul Sister, Train
5. OMG, Usher Featuring will.i.am
6. Dynamite, Taio Cruz
7. TiK ToK, Ke\$ha
8. I Gotta Feeling, Black Eyed Peas
9. Just The Way You Are, Bruno Mars
10. Airplanes, B.o.B Featuring Hayley Williams



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### The Top 10 of 2015

- 1. Uptown Funk, Mark Ronson FT Bruno Mars
- 2. Cheerleader, OMI
- 3. Take me to Church, Hozier's
- 4. Love me like you do, Ellie Goulding
- 5. See you again, Wiz Khalifa FT Charlie Puth
- 6. Hello, Adele
- 7. Lean on, Major Lazer FT MO & DJ Snake
- 8. Hold Back the River, James Bay
- 9. What Do You Mean, Justin Bieber
- 10. Sorry, Justin Bieber



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### Top 10 of 2020

- |    |                     |                              |
|----|---------------------|------------------------------|
| 1  | "Blinding Lights"   | The Weeknd                   |
| 2  | "Circles"           | Post Malone                  |
| 3  | "The Box"           | Roddy Ricch                  |
| 4  | "Don't Start Now"   | Dua Lipa                     |
| 5  | "Rockstar"          | DaBaby featuring Roddy Ricch |
| 6  | "Adore You"         | Harry Styles                 |
| 7  | "Life Is Good"      | Future featuring Drake       |
| 8  | "Memories"          | Maroon 5                     |
| 9  | "The Bones"         | Maren Morris                 |
| 10 | "Someone You Loved" | Lewis Capaldi                |



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### The Impact

Emerging Adult-hood

"A Theory of Development From the Late Teens Through the Twenties"

Jeffrey Jensen Arnett  
University of Maryland College Park

May 2000 • American Psychologist



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## 5 Major Milestones

- Completing School
- Leaving Home
- Becoming Financially Independent
- Marriage
- Having Children

By ROBIN MARANTZ HENIG  
Published: August 18, 2010

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## Milestone Marker Achievement

1960	2000
77% of women reached all 5 by the age of 30	Less than 50% of women in their 30's had passed all 5 markers
65% of men reached all 5 by the age of 30	Only 30% of men in their 30's had passed all 5 markers

By ROBIN MARANTZ HENIG  
Published: August 18, 2010

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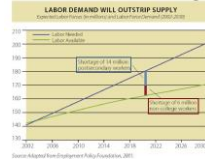
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### The U.S. Workforce Shortage



## Gen Y-Z and the Numbers

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### Workforce Development

Gen Z and Millennials make up 46% of the fulltime U.S. Workforce

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### Values – What do I want from my employer? #1 Ranking

Boomers	Organization's Leadership is ethical
Gen X	Organization's Leadership is ethical
Millennials Gen Y	The Organization cares about employee's wellbeing
Gen Z	The Organization cares about employee's wellbeing

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### Values – What do I want from my employer? #2 Ranking

Boomers	The Organization cares about employee's wellbeing
Gen X	The Organization cares about employees' wellbeing
Millennials Gen Y	The Organization's leadership is ethical
Gen Z	The Organization's leadership is ethical

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### Values – What do I want from my employer? #3 Ranking

Boomers	The Organization's financial stability
Gen X	The Organization's financial stability
Millennials Gen Y	The Organization's leadership is open and transparent
Gen Z	The Organization is diverse and inclusive of all people

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The Shift...

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61



Managers Transform

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## Employee Well-Being



CAREER



SOCIAL



FINANCIAL



PHYSICAL



COMMUNITY

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## The "Shift"

### HISTORICAL

- My Paycheck
- My Satisfaction
- My Boss
- My Annual Review
- My Weaknesses
- My Job

### TODAY

- My Purpose
- My Development
- My Coach
- My Ongoing Conversations
- My Strengths
- My Life

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## Strengthen Strategies

- Engagement ---Talent training, employment brand & work culture
- Connection---Tied to the people, purpose and mission
- Development---The framework, internal expertise, emerging leaders
- ON-Boarding plans are critical – What does the first 6 months look like?

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Reflections and Questions

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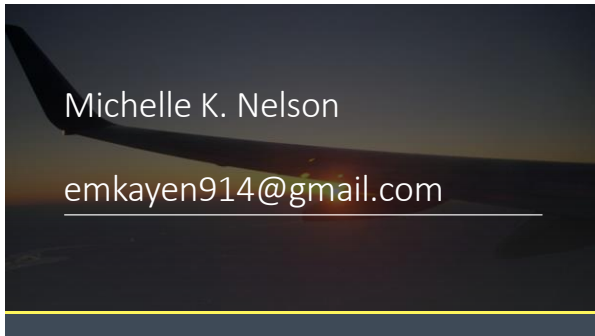
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