

Talking about our GENERATIONS

A Personal Guide to Mastering Generational
Diversity in the Workplace



Introduction

This presentation will enable you to:

- Identify characteristics of the four generations in the workforce
- Discuss each generation's unique contributions and areas for growth
- Diagnose workplace issues from a generational perspective
- Identify potential generational conflicts and help prevent them
- Use motivation and retention tips specific to the different generations





GQ Self-Assessment

dedicated

Understanding the
Generations



driven



respect



How well do you know the
different generations?



relationships

Understanding the Generations

dedicated

Generation	Census Total	Birthdate	Workplace %
Traditionalists	76 Million	1900 - 1945	10%
Boomers	80 Million	1946 - 1964	45%
Gen Xers	46 Million	1965 - 1980	30%
Millennials	76 Million	1981 - 2000	15%

respect

relationships

Stabilizing Traditionalists

Characteristics:

- Loyal
- Command and control
- Self-sacrifice
- Value respect
- Hold people accountable
- Honor chain of command
- Courteous



Stabilizing Traditionalists

How to recruit and retain:

- Offer flexible retirement options
- Develop programs for them to pass their knowledge on to other generations
- Don't change appointment times or be late
- Don't use slang or vulgar language
- Dress appropriately
- Respect their years of experience



Transformational Baby Boomers

Characteristics:

- Optimistic
- Collegial
- Workaholics
- Social reformers
- The Me Generation
- Serious work ethic
- Competitive



Transformational Baby Boomers

How to recruit and retain:

- Value their experiences
- Recognize their contributions
- Provide new retirement options and flexible work schedules
- Be politically correct
- Follow proper business etiquette
- Ask them, don't tell them



Entrepreneurial Gen Xers



Characteristics:

- Independent
- Competent
- Suspicious of authority
- Skeptical
- Technologically savvy



Entrepreneurial Gen Xers



How to recruit and retain:

- Give them fast feedback
- Groom for management
- Allow to multi-task
- Don't micromanage
- Don't talk too much
- Offer work/life balance
- Provide up-to-date technology



Always On Millennials



Characteristics:

- Hopeful
- Collaborative
- Determined
- Polite
- Internet Generation
- Close to parents and grandparents
- Inquisitive



Always On Millennials



How to recruit and retain:

- Provide orientation training
- Keep them busy
- Assign mentors
- Allow them to multi-task
- Don't talk down to them
- Give them the opportunity to make a difference
- Provide the latest technology
- Don't move too slowly



Your Generational Action Plan

What actions can you take to positively affect generational interaction in your organization?



THANK YOU!

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