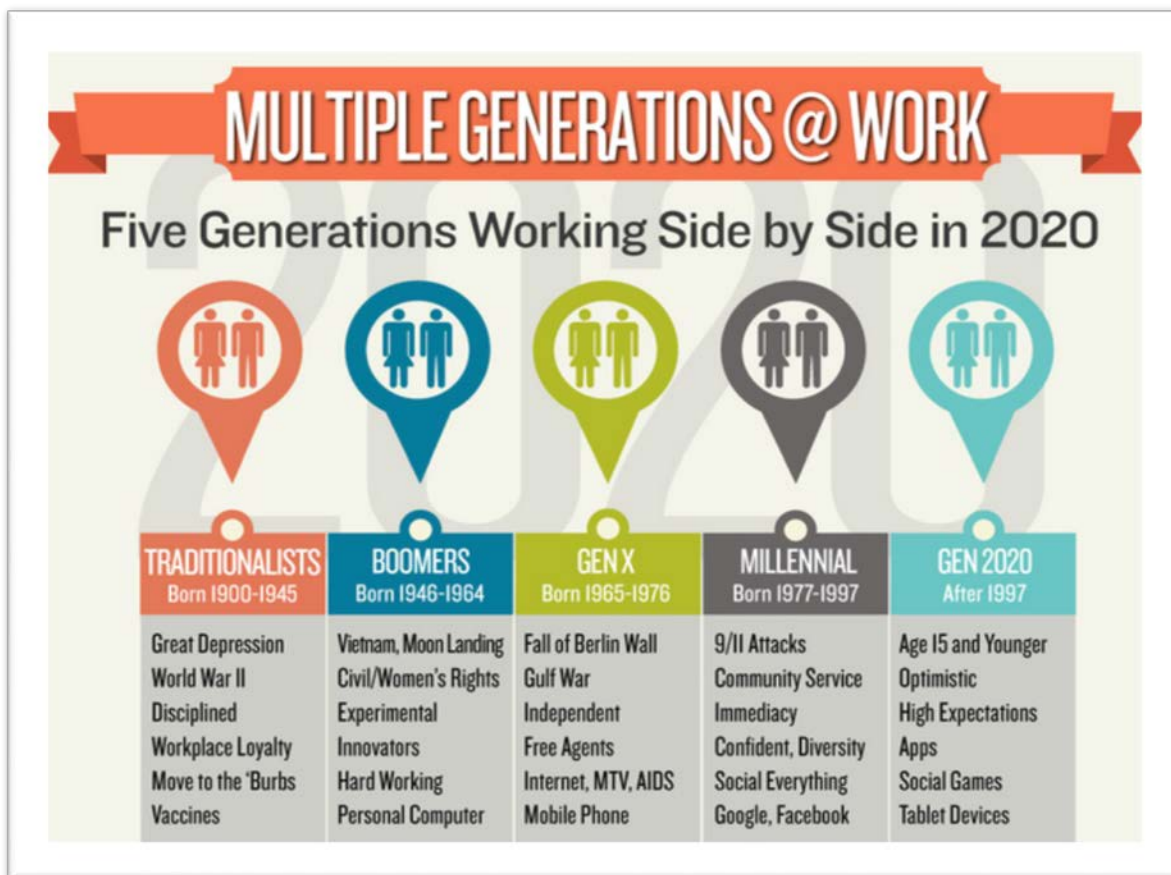


Understanding Generational Differences – Finding Common Ground

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Today's Multi-Generational Workforce

- Shared experiences include wars, economics, world leaders, pop culture and more.
- Remember, each generation has pushed the boundaries of the generation before it.
- How people in each generation view the world, the organization, and work can be very different from other generations.



Infographic and a related article can be found at <https://www.workintelligent.ly/workstyle/demographics/2014-5-2-generation-gap-office-overblown/>

Generations at Work

Summarized, here are highlights we see from each group.

Remember, consider what we have in common and not just what we see differently!

What's Next?

- ✓ Find common ground.
 - ✓ Ask questions.
 - ✓ Build trust.
- ✓ Get to know people as individuals.
 - ✓ Learn from everyone.
- ✓ Make a positive difference when and where you can!

Matures/Traditionalists Born before 1946; Age 72+	Actions to Take
<p>Key Points</p> <ul style="list-style-type: none"> ✓ Hard work ✓ Respect for Authority ✓ Sacrifice and Duty First ✓ Adhere to the rules <p>Valued Rewards</p> <ul style="list-style-type: none"> ✓ Respect for Experience ✓ Flexibility ✓ Opportunity to mentor and share 	<p>As employees/volunteers:</p> <ul style="list-style-type: none"> ✓ Maintain high quality ✓ Focus on sound processes ✓ Be clear and direct about steps & goals ✓ Ask questions of them to gain from experience and help them contribute ✓ Show respect and recognize them ✓ Be patient ✓ Balance needs of aging process with ways to keep them at work for as long as possible
<p><i>Applied: What have we learned about this generation and tourism dollars?</i></p>	<p>As customers:</p> <ul style="list-style-type: none"> ✓ Recognize tendencies in adapting to change ✓ Recognize as routine and loyal customers ✓ Learn their names, thank them ✓ Engage and respect for their life experience ✓ Increase and maintain more formal gestures (train others to do the same)

Boomers Born 1946 – 1964; Ages 53-71	Actions to Take
<p>Key Points</p> <ul style="list-style-type: none"> ✓ Hard work = long hours ✓ Having it all ✓ Change the world ✓ Original modern workaholic finding new past times <p>Valued Rewards</p> <ul style="list-style-type: none"> ✓ Flexible retirement options & planning ✓ “Guilt free” time off ✓ Continual training 	<p>As employees/volunteers:</p> <ul style="list-style-type: none"> ✓ Earn trust ✓ Follow through ✓ Notice job well done ✓ Work hard ✓ Acknowledge accomplishments ✓ Recognize competitiveness ✓ Highly motivated to see end result ✓ Guilt free time off ✓ Get them involved in decisions ✓ Offer continual training ✓ Explain the “why” ✓ Challenge ✓ Provide “drama-free” ✓ Work hard. Play hard. ✓ Seek them out for advice
<p>Applied: What have we learned about this generation and tourism dollars?</p>	<p>As customers:</p> <ul style="list-style-type: none"> ✓ Recognize they have high expectations ✓ Recognize their spending power and choices of providers ✓ Build on brand loyalty ✓ Offer exceptional service; it matters to them ✓ Note they have a keen eye for prices

Generation X Born between 1965 and 1976; Age 41-52	Actions to Take
<p>Key Points</p> <ul style="list-style-type: none"> ✓ Productivity (not hours) is what matters ✓ Dual income; free agents ✓ Want time to enjoy life ✓ Practical and self-reliant <p>Valued Rewards</p> <ul style="list-style-type: none"> ✓ Timely performance-based recognition ✓ Skill development ✓ Flexible work arrangements (balance & freedom) ✓ Positive work environments 	<p>As employees/volunteers:</p> <ul style="list-style-type: none"> ✓ Offer skill development ✓ Build positive environments ✓ Include them in on decisions ✓ Challenge with rewards ✓ Have fun ✓ Focus on productivity measures ✓ Learn about non-work activities ✓ Change up routine ✓ Note they want to work smart ✓ Seek flexibility
<p>Applied: What have we learned about this generation and tourism dollars?</p>	<p>As customers:</p> <ul style="list-style-type: none"> ✓ Note their independence ✓ Recognize they are educated and informed ✓ Pride and individuality ✓ Efficient and quick access to services ✓ They will spend more for special, healthy and convenient services/products

Generation Y Born between 1978 and 1997; Age 20-29	Actions to Take
<p>Key Points</p> <ul style="list-style-type: none"> ✓ Growing demographic ✓ Citizens of the world ✓ Multi-tasking, assume technology ✓ High expectations; easily bored <p>Valued Rewards</p> <ul style="list-style-type: none"> ✓ Learning and development opportunities ✓ Credible and positive role models ✓ Multiple performance-based goals ✓ Instant feedback 	<p>As employees/volunteers:</p> <ul style="list-style-type: none"> ✓ Provide clear career pathways ✓ Give specific direction ✓ Know they adapt quickly/technology ✓ Keep goal-oriented (easily bored) ✓ Give challenges ✓ Demonstrate authentic leadership ✓ Give feedback often ✓ Communicate expectations clearly ✓ Make work fun and comfortable ✓ Comfortable with non-traditional hours and workplace environments <p>As customers:</p> <ul style="list-style-type: none"> ✓ Seek trends and new innovative products and services ✓ Open and accepting of new and different ✓ Not brand loyal so focus on “your story” “My experience” – make it personal ✓ Provide genuine service ✓ Price isn’t as important as other factors listed above
<p><i>Applied: What have we learned about this generation and tourism dollars?</i></p>	
Generation Z Under 20	Actions to Take
<p>Key Points</p> <ul style="list-style-type: none"> ✓ Entrepreneurial; more cynical like X’ers ✓ Multi-tasking & hyper-aware ✓ Technologically reliant <p>Valued Rewards</p> <ul style="list-style-type: none"> ✓ Use of technology ✓ Positive environment ✓ Transparent leadership ✓ Clear pathways 	<p>What do we know and think?</p>