



# Workforce Generations

# Workforce Generations: Five Classifications

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- Traditional/Silent Generation
- Baby Boomers
- Generation X'ers/The Lost Generation
- Millennials/Generation Y'ers
- Generation Z

# Workforce Generations: Factors and Influences

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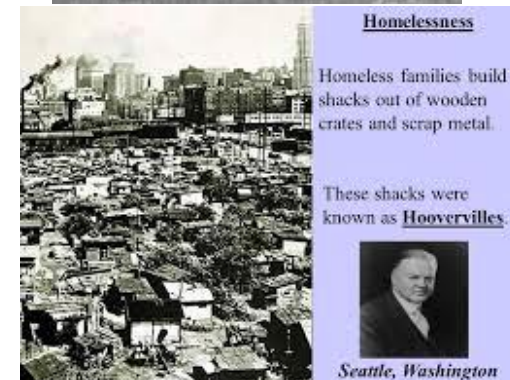
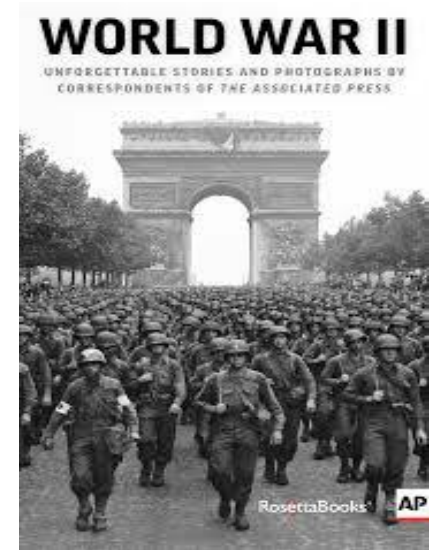
- Economy
- Religion
- Politics
- Family/Friends
- Media/Social Media
- World Events
- Socio-Economic Status
- Technology
- Values
- Culture

**What factors have influenced you?**

# Workforce Generations

## Traditional/Silent Generation:

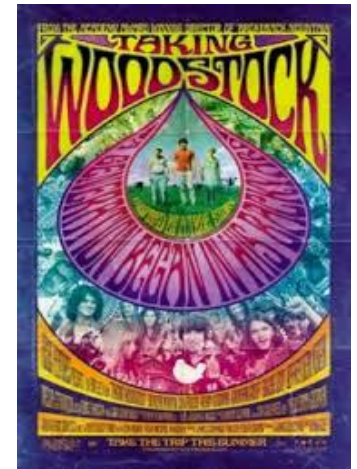
- Age 70+
- Hard working, loyal
- Formal Communication Style
- Respect Authority and Rules



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## Baby Boomers:

- Age: 50's – 60's
- Ambitious
- Informal Communication Style
- Respect Freedom and Hard Work



# Workforce Generations

## Generation X/"The Lost Generation":

- Age: Late 30's – Mid 40's
- Comfortable with
- Technical Communication
- Respect Freedom
- and Independence
- Work Life Balance



# Workforce Generations

## Millennials/Generation Y:

- Age: Under 30
- Very comfortable with Technical Communication
- Respect Relationships/
- Autonomy
- Work Life Balance





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## Generation Z:

- Age: Under 21
- “Click” Generation



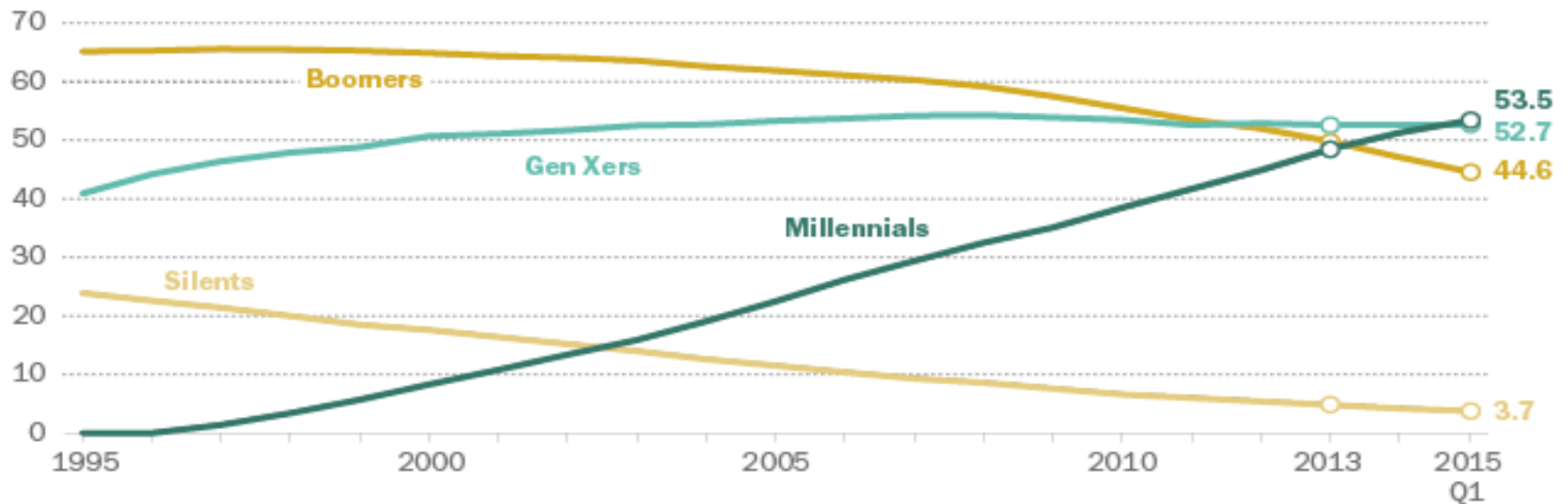
The Nation



# Workforce Generations

## U.S. Labor Force by Generation, 1995-2015

*In millions*



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

PEW RESEARCH CENTER

# Workforce Generations

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## Traditionalists/ Baby Boomers/ Generation "X"

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

## Millennials

My Purpose  
My Development  
My Coach  
My Ongoing  
  
My Strengths  
My Life

Source: Gallup Millennials Summit, 2016

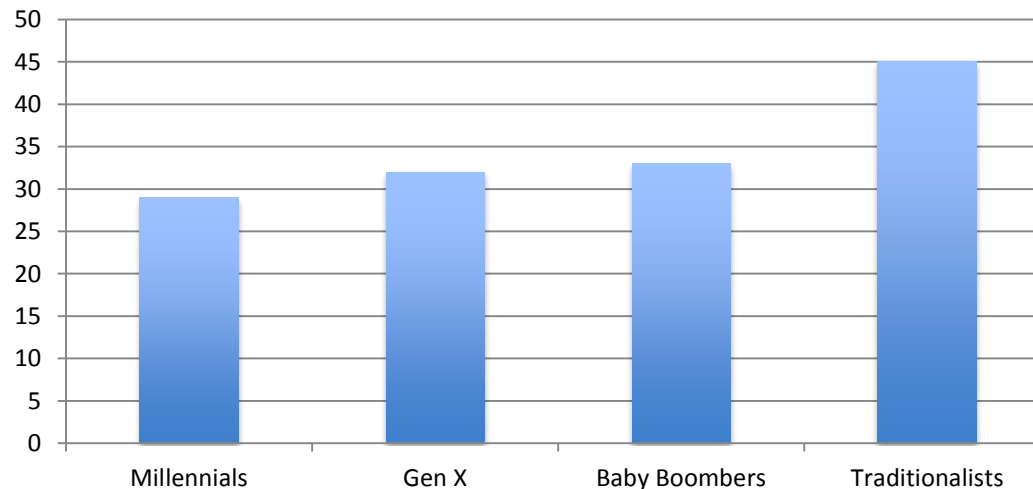
# Workforce Generations

## Millennials – Key Research Findings

### As Employees:

- Change jobs more often than other generations, 6 in 10 are looking for new jobs
- Opportunities to learn and grow is the most important job satisfaction factor
- Millennials are the second largest generation in the workforce
- Least engaged generation

### Engagement



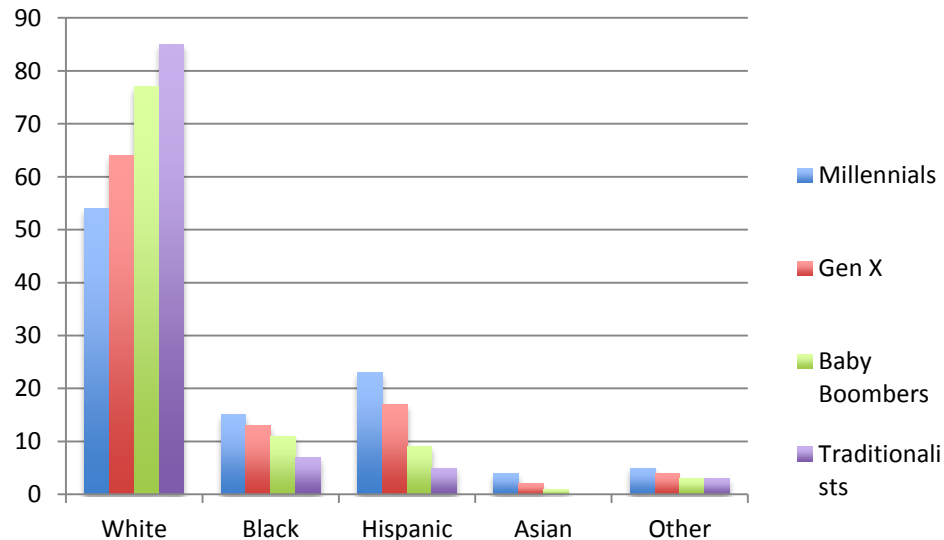
Source: Gallup  
Millennials  
Summit, 2016

# Workforce Generations

## Millennials – Key Research Findings

### As People:

- Identify as “politically independent” and are the least likely group to be registered voters
- 30% do not identify with a particular religion
- Highly educated and more heavily in debt than older generations
- Racially diverse



Source: Gallup  
Millennials  
Summit, 2016

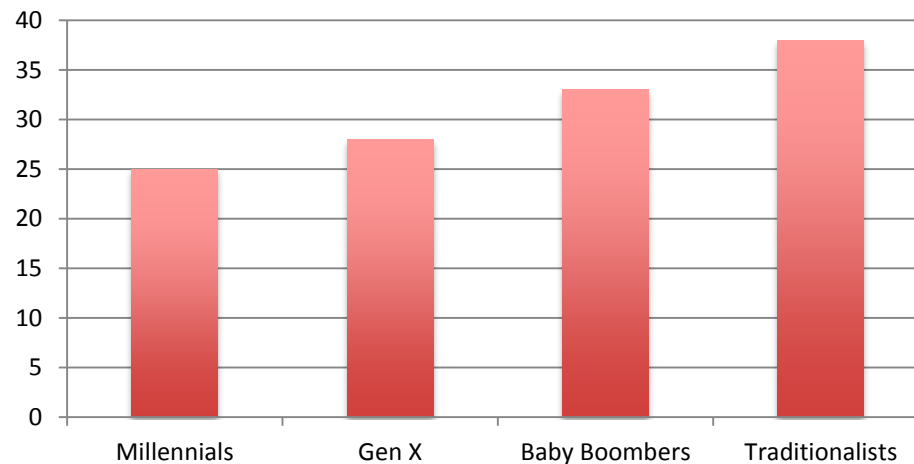
# Workforce Generations

## Millennials – Key Research Findings

### As Consumers:

- View economy positively
- Tend to disengage from traditional institutions (Financial & Marriage)
- Look for fun and entertaining experiences
- Not engaged as consumers

### Consumer Engagement



Source: Gallup  
Millennials  
Summit, 2016

# Workforce Generations: Culture Clash

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What types of “**clashes**” have you experienced in your workplace?



# Workforce Generations: How do we manage them?

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## Traditional/Silent Generation:

- Preferred Management Style: Directive
- Value: Respect and Recognition of Knowledge and Expertise
  - Ask what has worked/hasn't worked in the past
  - Public recognition for service/work
- Coaching: Work Life Balance/  
Technology, Change Management



# Workforce Generations: How do we manage them?

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## Baby Boomers:

- Preferred Management Style: Collaborative
- Value: Status, Compensation, Title
  - Involvement in decision making
  - Public recognition for contributions
- Coaching: Work Life Balance/  
Change Management, Results Focused

# Workforce Generations: How do we manage them?

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## Generation X'ers:

- Preferred Management Style: Informal, Flexible
- Value: Freedom, Autonomy and Feedback
  - “Many best ways” of doing work, let them decide
  - Remove obstacles/bureaucracy
  - Regular feedback
- Coaching: Respect and Patience

# Workforce Generations: How do we manage them?

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## Millennials/Generation Y'ers:

- Preferred Management Style: Inspirational, Flexible and Informal
- Value: Collaboration, Results Oriented, Diverse, Meaningful Work
- Coaching – Recognize their needs and Strengths/Weaknesses

# Workforce Generations: How do we manage them?

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Millennials – Recognize their need for:

## 1) Transparency

- On going feedback, expectations, career path

## 2) Adaptation

- Scheduling, flexibility, work/life balance

## 3) Innovation

- Opportunities, rewards

# Workforce Generations: How do we manage them?

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## Millennials – Build on their Strengths:

### 1) Empathy

- Customer service, teamwork

### 2) Purpose/Making a difference

- Customer service, corporate social responsibility, shared vision & mission

# Workforce Generations: How do we manage them?

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## Millennials – Coach on their Weaknesses:

### 1) History

- Understand where we have been
- Core Values

### 2) Wisdom

- Understand the rationale behind decisions
- Respect for knowledge/experience

# Workforce Generations: Other Considerations

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- Legal
- Organizational Culture
- Policies and Procedures



# Workforce Generations: Summary

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- Unique contributions
- Unique challenges

# Workforce Generations

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Q & A?

# References:

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