

***All Hands On Deck -  
Surviving and Thriving in a  
Multi-Generational Workplace***  
—  
***IACA 2017***

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- My mom texted:

“What do **IDK, LY, and TTYL** mean?”

I answered:

“**I don't know, love you, talk to you later.**”

Mom responded:

“OK, I'll ask your sister.”

Pinterest

# Activity

- Turn and Talk
- Please discuss with the person next to you, words you would use to describe the new generation of employees entering the workforce.

# Descriptors

- Bad Attitude
- Continually Complain
- Gossip
- Rude
- Lazy
- Disloyal
- Want Rewards
- Want to have fun!

-Life Magazine

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-Life Magazine, **1965**



One University. One World. Yours.

# Presentation Outcomes

- General understanding of the various multi-generations in today's workplace
- Provide practical advice on how to best engage and support Gen Y and Gen Z

# Limitations on Generational Differences

- Generalizations & stereotypes
- Continuum within a generation
- Exemplars
- Globalization and role of other types of diversity
- Economic and Global Changes

# Generations in our workplace

- The Traditionalists - 1900 to 1945
- The Baby Boomers - 1946 to 1964
- The Gen. X-ers - 1965 to 1980
- The Millennial Generation - 1981 to 2000
- Gen Z, Gen iY – 2001 - ?



# Why is it important to consider generational influence?

- <https://www.youtube.com/watch?v=Ahg6qcgoy4>

# The Traditionalists

- Born 1900 to 1945
- 5% of the Canadian workforce
- Defining Characteristics:
  - Patriotic
  - Loyal
  - Fiscally conservative
  - Have faith in institutions

# The Traditionalists

## **Feedback & Communication**

- Direct style of communication
- Good mediators
- Do not expect frequent feedback

## **Supervision & Team Dynamics**

- Other focused
- Traditional leadership styles
- Respect for authority
- Appreciation for the whole system

# The Traditionalists

## **Work-Life Balance**

- Not on list of priorities
- Sought stability
- Respect and are loyal to employers

## **Ways to work well with Traditionalists:**

- Respect this generation's legacies
- Focus on evolution, not revolution
- Tap into their abilities to mentor

# The Baby Boomers

- Born 1946 to 1964
- 38% of the Canadian workforce
- Defining Characteristics:
  - Idealistic
  - Competitive
  - Question authority
  - Work to stand out
  - Put their own stamp on things

# The Baby Boomers

## **Feedback & Communication**

- Yearly performance reviews
- Healthy workspace through communication and respect

## **Supervision & Team Dynamics**

- Consensual decision-making
- Focused on individual success
- Institution can change
- Question authority
- Risk Takers
- Aggressive in their pursuits

# The Baby Boomers

## **Work-Life Balance**

- Not traditionally their first priority
- Sense of identity and sense of value both tied to career
- Value individual recognition and personal development
- More and more likely to adopt the work characteristics of younger generations

## **Ways to work well with Boomers:**

- Acknowledge their desire to make a difference
- Recognize their need for balance
- Support their professional creativity

# The Gen. X-ers

- Born 1965 to 1980
- Approximately one third of the workplace
- Defining Characteristics:
  - Eclectic
  - Resourceful
  - Self-reliant
  - Skeptical
  - Highly adaptive



# The Gen. X-ers

## Feedback & Communication

- Expect immediate feedback
- Thrive on positive feedback
- Less patient
- Faster pace of communication
- Creative, adaptable and good with technology

## Supervision & Team Dynamics

- Value independence, education and skill development
- Expect to move up the corporate ladder quickly
- Prefer egalitarian situations
- Prefer to have information shared directly
- Distrustful of institutions

# The Gen. X-ers

## Work-Life Balance

- Expectation of work-life balance
- Flexible work environments

## *Ways to work well with Generation Xers:*

- Realize their skepticism is valid (realists)
- Understand their need for flexibility
- Adapt to their swift pace of communication

# The Millennial Generation

- Most studied and highly discussed
- <http://www.youtube.com/watch?v=BLW0MnqH0r8>

# The Millennial Generation

- Born 1981 to 2000
- 23% of the Canadian workforce
- Defining Characteristics:
  - Globally concerned/environmentally conscious
  - Collaborative – value team work
  - Realistic
  - Cyber-literate
  - Media savvy
  - Value feedback and embrace career change

# The Millennial Generation

## Feedback & Communication

- Expect frequent feedback
- Expect instantaneous responses
- Communication via technology
- Excellent multi-taskers

# The Millennial Generation

## Supervision & Team Dynamics

- Enjoy sharing contributions and ideas
- Team environments
- Want to be allowed to figure it out for themselves
- Seek ownership of their work
- Virtual teaming and virtual work

# The Millennial Generation

## Supervision & Team Dynamics (Continued)

- Expect recognition for their contributions
- Prefer to have opportunities to question rules or feedback
- Tend to trust centralized authority
- Expect customization and question authority as rules can and should be flexible

# The Millennial Generation

## Work Life Balance

- Expect work life balance
- Seek employment that fulfills
- Prefer flexible work schedules



# Generation Z, iY

- Make up about 1% of the workplace
- Have really not entered the workplace as of yet as most are school aged
- have never known there not to be mobile phones
- Although scared when someone calls them on it

# Generation Z or iY

- Are very tech savvy
- Are social media experts but view the internet as a social platform not an educational one
- Are predicted, along with the later members of Gen Y to have a lower standard of living than the generation before them – first time ever in recorded history

# Gen Y and Gen Z as Employees

- Recognize their need to see how they contribute
- Use technological means to inform them about work
- Autonomy with support and feedback
- Flexibility on work hours quantity vs. quality

# Gen Y and Gen Z as Employees

- Make the work place casual and fun where possible and appropriate (be clear on differences)
- Explain the value of their work to your vision and the department
- Be inclusive in decisions
- Allow for questioning of decisions but explain how to do it

# Gen Y and Gen Z as Employees

- Give clear directions and expectations  
what do you want, why you want it, what  
do you want it to look like, when do you  
want it
- Provide feedback promptly
- Provide feedback privately
- Recognition – Celebration Generation –  
Celebrate Successes

# Gen Y and Gen Z as Employees

- Embrace the power of THANK YOU
- Develop mentoring programs and patience
- Make peace with phones in the workplace but set boundaries

# How to Engage Gen Y/Zs as customers/clients?

- Facebook and Twitter are what their parents use
- Consider ways to use other social platforms (Snapchat, Instagram, Yik Yak etc.)
- Keep materials you distribute as concise as possible

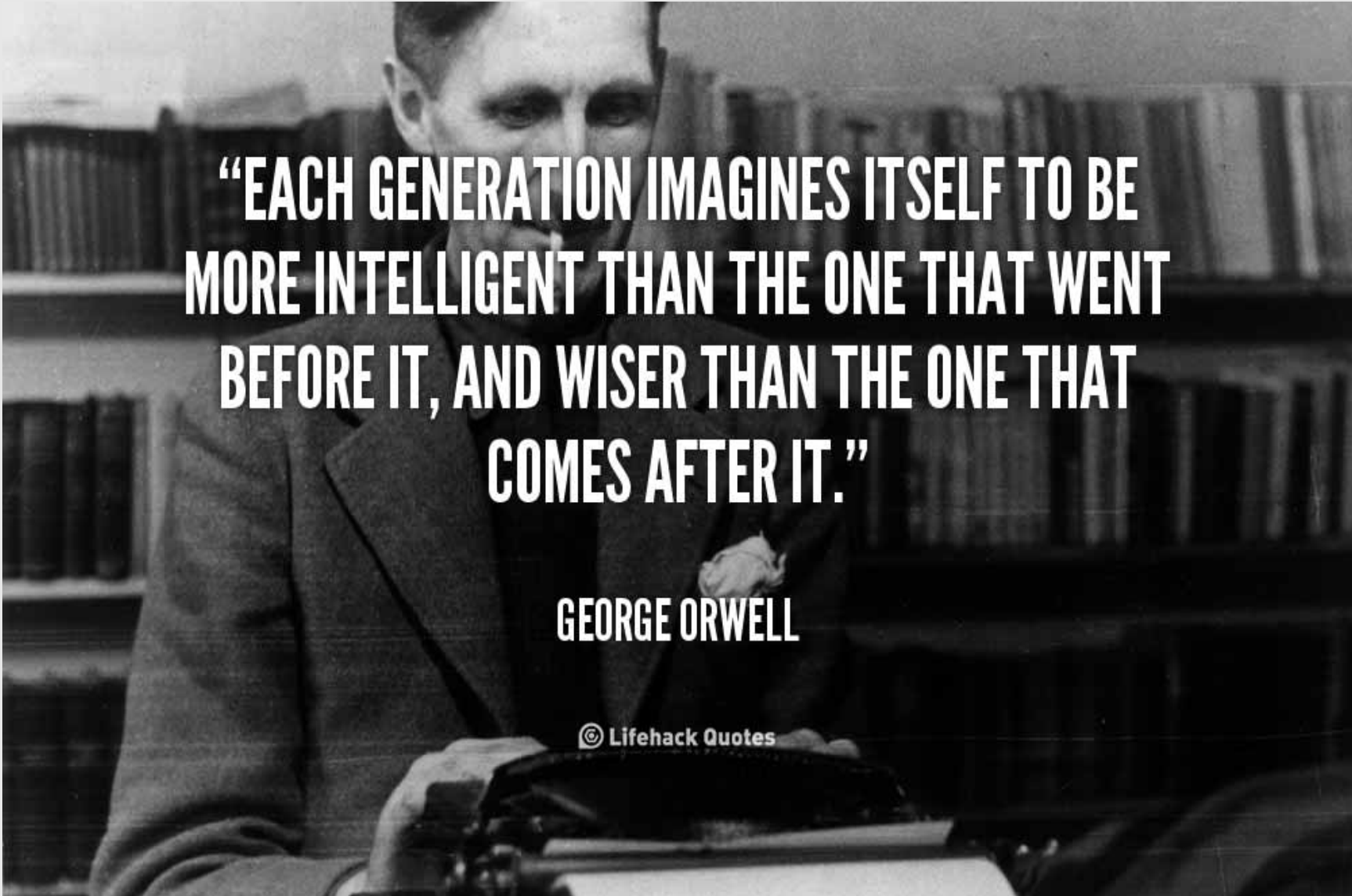
# How to Engage Gen Ys and Gen Zs

- These are instantaneous people – point and click – make information readily available day and night
- Manage expectations – be clear in your communication what is a standard response time
- Expect to deal with parents – both as employees and customers



# Closing

- There are many reasons for differences within the workforce and generational differences are just one of them
- Realizing these difference exist the art of compromise will be key to success
- It is easy to criticize others but we also need to do some critical self analysis too
- Gen Y/Z Envy

A black and white photograph of George Orwell sitting at a typewriter in a library. He is wearing a dark suit and tie, and has a cigarette in his mouth. The background is filled with bookshelves.

**“EACH GENERATION IMAGINES ITSELF TO BE  
MORE INTELLIGENT THAN THE ONE THAT WENT  
BEFORE IT, AND WISER THAN THE ONE THAT  
COMES AFTER IT.”**

**GEORGE ORWELL**

© Lifehack Quotes



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Thank you



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