

Welcome!



How to Be The Boss in a Multi-Generational Environment

WITH MACK MUNRO



Generations in the Workforce

1925 – 1945:	Veterans (ages 73-93)
1946 – 1964:	Baby Boomers (ages 54-72)
1965 – 1976:	Generation X (ages 42-53)
1977 – 1995:	Millennials (ages 23-41)
1996 – Present:	iGen or Generation Z (ages 22 and younger)



What Makes a Generation?

- Defining events
- Values from those events
- Behaviors that result from those values



1930 - 1939

- The Great Depression
- The Dust Bowl
- Hoover Dam built
- Hindenburg disaster



1940 - 1949

- Pearl Harbor
- Rosie the Riveter
- Rationing
- The first atomic bomb
- VE/VJ Day



Veterans—Ages 73-93

Generally:

- Practical
- Felt enduring effects of Great Depression & WWII
- Tend to be savers—thrifty
- Value hierarchy

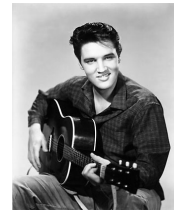
Impact at work:

- Dedicated
- Respectful of authority
- Value politeness and respectfulness
- Hard-working, loyal
- Detail oriented



1950 - 1959

- The Cold War
- The Korean War
- The McCarthy Hearings
- Elvis Presley
- Television



1960 - 1969

- The Viet Nam War
- The Civil Rights Movement
- The Beatles
- Woodstock
- JFK/RFK/MLK assassinated
- Apollo 11



Baby Boomers—Ages 54-72

Generally:

- Suffered loss of many heroes
- Started the civil rights movement
- Higher rates of divorce
- Value consensus

Impact at work:

- Driven
- Love/hate relationship with authority
- Workaholics – invented the 50 hour work week
- Dual-income marriages
- Willing to 'go the extra mile'



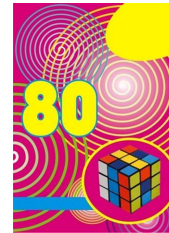
1970 - 1979

- Oil embargo
- Gas lines
- Watergate
- Iranian hostage crisis
- Jonestown
- Death of Elvis Presley
- Disco



1980 - 1989

- Madonna
- Michael Jackson
- Ronald Reagan elected
- MTV
- Royal wedding
- AIDS epidemic
- Challenger explosion



Generation X—Ages 42-53

Generally:

- Skeptical
- Question everything
- Early poor reputations in the media as slackers
- Raised primarily in dual income or single-income divorced families
- 40% of parents divorced
- Value competence

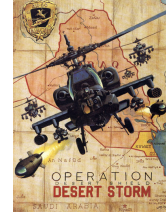
Impact at work:

- Unimpressed by authority
- Less loyal to company because of parents' experiences
- 60% want to be their own bosses; responsible for 70% of the new startup businesses
- Enjoy work freedom and shy away from group work



1990 - 1999

- Operation Desert Storm
- Oklahoma City bombing
- Columbine killings
- Clinton/Lewinsky scandal
- Death of Princess Diana
- Y2K Bug panic



2000 - 2009

- Enron scandal
- 9/11 terrorist attacks
- Invasion of Iraq
- Airline security increased
- Tsunami in Indonesia
- Hurricane Katrina
- Rise in reality television
- Great Recession
- Barak Obama elected
- Death of Michael Jackson



Millennials—Ages 23-41

Generally:

- Hopeful
- Tech savvy—love gadgets
- Social media addicts
- Believe in teamwork
- Very diverse—demand equal treatment for those who are different and unique
- Social responsibility

Impact at work:

- Want the most updated technology
- Prefer working in diverse teams
- Crave recognition
- Multitasking abilities
- Confident



2010 - 2019

- BP Gulf oil spill
- Chilean mine worker rescue
- Earthquake and tsunami in Japan
- Death of Osama bin Laden
- Sandy Hook shooting
- Black Lives Matter movement
- LGBTQ movement
- Rise of ISIS
- Coordinated and lone-wolf terror attacks
- Political divisions in Washington DC
- Me Too Movement
- Continued mass shootings in the U.S.



iGen—Ages 0-22

Generally:

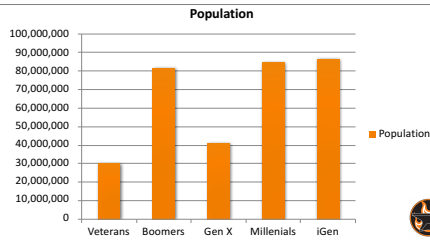
- First generation in history that may have a shorter life span than their parents
- Practical
- Highly educated
- Demand instant access to information

Impact at work:

- Driven to make a difference on a large scale
- Want to be identified with a noble cause
- See themselves as important – want you to affirm them



Generations by Numbers as of 2017



How to Succeed in a Multi-Gen Workforce

1. More **CURIOSITY**, less **ASSUMPTION**.
2. Look at **ACTUAL** behaviors, not **PERCEIVED** behaviors.
3. Examine your own **BIASES**.
4. **APPRECIATE** and **EMBRACE** differences.

