Welcome

Generational Diversity
Understanding Your Employees & Clients
BlackRain Partners

Strategic Business Consulting

• Organizational Health
• Revenue Growth
• Leadership Development
• Executive Financial Services
• Human Resources

Strategic Planning is what we do!
What is BlackRain?

BLACK + RAIN

...we bring the RAIN to keep you in the BLACK!
Presented By

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Intentionality

✓ Choose to Engage
✓ Be Willing to Learn
✓ The Power of One Idea

“Intentional living is the art of making our own choices before other's choices make us.”
~ Richie Norton
Our Goal for Today

A. Reminder
B. New
C. Both
Today’s Expectations

• Understanding Your Clients & Employees Generational Differences

• This session focuses on the diversity between generations and how to best accommodate the different communication styles, become aware of generational values and what motivates each generation to make decisions as a customer or an employee.
Today’s Expectations

Our goal today is to give you "the book stuff" mixed with "reality"

- Become fully aware of the different generations of clients & employees in today's economy
- Discover culture, motivations & communication
- Discover where your employees and clients fit in the generations
- Learn how to work/ sell more effectively with the diverse generations
Thought Generator!

- What are the current 5 generations?
- What motivates employees?
- What motivates customers?
- What communication do employees want?
- What communication do clients want?
Generational Diversity

• Differences based on the generation (year range) in which the person grew up.
• Don’t stereotype because of generation.
• This is only one factor to consider when supervising or working alongside your workforce, or when selling to a customer.
5 Generations

For the First Time in Modern History there are 5 Generations Active in the Economy:

• Silent Generation (also called traditionalists and matures)
• Baby Boomers
• “Generation X”
• “Generation Y” (also called Millennials)
• “Generation Z”
## Generations Overview

<table>
<thead>
<tr>
<th>Generation Name</th>
<th>Birth Years*</th>
<th>Generation Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silent Generation</td>
<td>1925-1942</td>
<td>Artistic (Adaptive)</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>1943-1960</td>
<td>Prophet (Idealistic)</td>
</tr>
<tr>
<td>“Gen X”</td>
<td>1961-1981</td>
<td>Nomad (Reactive)</td>
</tr>
<tr>
<td>Millennials (“Generation Y”)</td>
<td>1982-1998</td>
<td>Hero (Civic)</td>
</tr>
<tr>
<td>“Generation Z”</td>
<td>1999-2019</td>
<td>Artistic (Adaptive)</td>
</tr>
</tbody>
</table>

*Birth Years vary by source.

Baby Boomers, Gen X and Gen Y make up 90% of the work force (Feb 2015)
Inter-Generational Communication

Seniors b. 1920-1945
Baby Boomers b. 1946-1965
Gen Xers b. 1966-1979
Gen Yers b. 1980-2000

Source: www.evolllution.com/
Silent Generation

Born 1925-1942
Age 73 - 90
Silent Generation: As employee
Values & Motivation

• Hard Work
• Seniority
• Training and development should contribute to the organizations goals, not individual goals
• Security

• Fair rewards system
• Long-term financial: Retirement, Pension, 401K
• Private recognition
• Service to the Country
• Loyalty
Silent Generation: As customer Values & Motivation

- Respectful service
- Attentive customer service
- Rewards for long-term relationship (loyalty)
- Dedication to the USA
- Solid, reputable product
Silent Generation: Communication

- Written word – letter/memo
- In-person meeting
- One-on-one communication
- Need explicit instructions
- As employee, expects feedback only when something needs to be corrected; No news is good news. Ok with annual review only.
Baby Boomers

Born 1943 - 1960
Age 55 - 72
Baby Boomers: As employee Values & Motivation

- Family
- Education
- Morality
- Prestige
- Work/career centric
- Training and development is a contribution to the organizations goals but also a path to promotion and more money

- Personal and professional development
- Raises & career advancement
- Expect to lead
- Power, title recognition, praise & public recognition
- Expects everyone to be workaholics & will go the extra mile
Baby Boomers: As customer Values & Motivation

- Demands quality products
- Buys to impress others
- Very loyal to brands/ vendors
- Wants respect from younger generation (sales reps)
Baby Boomers: Communication

- Prefers phone (talking)
- Enjoys in-person meetings
- Less formal style, first generation to use first names at work
- More personable/relational
- Wants respectful communication methods from younger generations
Generation “X”

Born 1961 - 1981
Age 34 - 54
Generation “X”: As employee
Values & Motivation

- Focused on relationships not transactions
- Work/Life balance; Family is priority
- Like Freedom & Autonomy
- Like to be included in decision making
- Very pragmatic; Focus on results (not necessarily strict polices)
- Training and development should enhance their own future not necessarily the company’s
- Needs to be creative with solutions
- Recognition - not public
- Invites Feedback (if it is constructive)
Generation “X”: As customer Values & Motivation

- Needs relationship focused selling (will buy from a “friend” first)
- Wants Cost Savings
- Demands Many Options
- Expects Customization ability
- Wants it quick but will wait (a little)
- Researches opportunities/ competitors
Generation “X”: Communication

• Used email & websites as primary source
• Text message is second choice; then phone
• Informal style; Uses humor often
• Largely about relationship building/socializing
• Short sound bites; Shorter attention span
• Blunt, Direct – Factual
Generation “Y” - Millennials

Born 1982 - 1998
Age 17 - 33
Generation “Y” – Millennials: As employee, Values & Motivation

- Ownership/Shareholder
- Innovation; Risk takers; Not afraid of mistakes
- Sustainability
- Quality of work-life/Personal time
- Freedom & autonomy
- Desire respect and will openly give it
- Need Meaningful Work
- Purpose: What is yours?
- Changing the world
- Results oriented versus a time-clock
- Value lifestyle versus climbing the ladder
- Diversity is the norm
Generation “Y” – Millennials: As customer, Values & Motivation

- Desire and Value Innovation
- Demand Instant Gratification
- Require Customization
- Will buy from vendors who support diversity / lifestyles
- Social responsibility: will buy from vendors who openly support charitable causes/ community initiatives
- Use technology to research products, services, company reputation before buying (often right in front of you!)
Generation “Y” – Millennials: Communication

- Technology! Text Message, Live video chat
- Social Media, Images
- Message boards
- Less face time
- Informal style
- Information data bases & focus groups
- Ongoing feedback
Workforce/ Employed Customers

Figure 1
Millennials will comprise the majority of the workforce by 2025

Source: U.S. Census Bureau
Engagement

Millennials Least Engaged Generation, but look: all generations are not engaged (i.e.: not fully aware or interested in what is going on at the company). Who is to blame?

<table>
<thead>
<tr>
<th>U.S. Employee Engagement, by Generation</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Employees engaged</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Millennials</td>
<td>27.5</td>
<td>28.9</td>
</tr>
<tr>
<td>Generation X</td>
<td>29.6</td>
<td>32.2</td>
</tr>
<tr>
<td>Baby boomers</td>
<td>30.9</td>
<td>32.7</td>
</tr>
<tr>
<td>Traditionalists</td>
<td>38.3</td>
<td>42.2</td>
</tr>
</tbody>
</table>

GALLUP®
Generation “Z”

Born 1999 - 2019
Age 16 – Not Even Born Yet!
Generation “Z”:
The Next Generation of Workers & Customers

Born 1999+
Not Even Born Yet to Age 16

The Current Generation that persuades all other generations buying decisions!

(Parents & Grandparents)
Generation “Z”: What do we know so far?

**Advancement** — willing to work harder than previous generations for advancement. Desire long term learning from day one (start employee retention programs immediately).

**Boss** — they want a mentor with their job tasks & office politics.

**Collaboration** — for work purposes, they prefer face to face communication. Concerned baby boomers will not take them seriously. Believe they will work well with Gen Y (Millennials).

**Salary** — ranks as top priority. They grew up in economically tough times.

Resource: roberthalf.com/generation-z
Generation “Z”: Will make up 20% of the workforce by 2020

**Workplace Expectations**

- **77%** Expect to work harder than previous generations
- **$46,799** Mean salary expectation per year for their first job after college
- **5 Years** after college they’d like to be:
  - 20% Entrepreneurs
  - 24% Working their way up the corporate ladder
  - 32% Managing employees
- **4** Average number of organizations they expect to work for throughout their careers

Resource: roberthalf.com/generation-z
Generation “Z”: Will make up 20% of the workforce by 2020

CAREER ATTITUDES

82% say their parents will help influence their career decisions

30% would take a 10-20% pay cut to work for a company with a mission they deeply care about

TOP 7 JOB SEARCH PRIORITIES
1. Growth opportunities
2. Generous pay
3. Making a positive impact
4. Job security
5. Healthcare benefits
6. Flexible hours
7. Manager to learn from

50% would like to retire before age 60

54% expect to work until they’re 61-70 years old

Resource: roberthalf.com/generation-z
Generation “Z”: Will make up 20% of the workforce by 2020

Resource: roberthalf.com/generation-z
Change is Inevitable

“It is not the strongest of the species that survives, nor the most intelligent that survives. It is the one that is the most adaptable to change.” - Charles Darwin

“The only way to make sense out of change is to plunge into it, move with it, and join the dance.” - Alan Watts

“Progress is impossible without change, and those who cannot change their minds cannot change anything.” - George Bernard Shaw
Why Should YOU Care?

How does it all come together for you?

Coming together is a beginning;
keeping together is progress;
working together is success.

~ Henry Ford
What They Are Looking for in a Job?

Baby Boomers

- An exciting adventure, a career, work and then retire
- Ability to shine, be a star; recognition, awards
- Make a contribution
- Need clear & concise job expectations (and will get it done)
- Anxious to please while also challenging the status quo
- Mission oriented
- Judgmental if disagreed with
- Dislikes conflict
- Wants to have their ideas heard
- Wants consensus
What They Are Looking for in a Job?

Generation X

- A difficult challenge, a contract, just a job
- Cutting edge systems, Forward thinking company
- If they can't see the reason for the task, they will question it
- Must be kept engaged (or they will leave)
- Adapts well to change
- Wants independence in the workplace
- Eager to learn, Very determined
- Doesn’t understand optimism of Baby Boomers and Gen Y
- Wants to have fun at work
- Does not usually want public recognition; Prefer time off as reward
What They Are Looking for in a Job?

Millennials/ Gen Y

- A means to an end, fulfillment, flexible work arrangements
- Wants to be engaged and challenged; Does not want to repeat tasks (wasted energy & time)
- Expects to work with positive people
- Make a difference
- Technically savvy
- Wants to be evaluated by results (output)
- Likes collaboration & team environments
- Need clear goals and expectations
- Prefer recognition of heroes vs. selves
Communication

Communication is #1 issue in world

- Generational Diversity adds to this – you must communicate to all employees & customers regularly, regardless of age or generation.

- Make an effort to understand generational differences to make interactions more effective.

- Use language and references that everyone can understand. Ask for clarification when needed.

- Be aware of your own generational influences so that others understand and are not uncomfortable.

Source: www.hr.blr.com
Communication

Who Is Responsible?

YOU!
Communication Failures

Cost of Communication Failures:

- Morale Problems and Conflict
- Higher Turnover
- Increased Recruitment, Hiring and Training Costs
- More Complaints and Grievances
- More Disciplinary Problems

Source: www.hr.blr.com
Team Work

Team Work is Associated with Generational Diversity

• Are all views and experiences reflected?
• Are team members encouraged to accept coworkers generational diversity as a strength?
• Are conflicts addressed and resolution methods ready?

Think about YOUR work teams and the potential impact of generational diversity on team success.

Source: [www.hr.blr.com](http://www.hr.blr.com)
Improving Your Leadership

How does a LEADER get better at leading?

- I. Identify the communication gaps in your team
- II. Identify areas of improvement
- III. Create an action plan
- IV. Put your action plan to work for you!
Did we?

✓ Become fully aware of the different generations of clients & employees in today's economy
✓ Discover culture, motivations & communication
✓ Discover where your employees and clients fit in the generations
✓ Learn how to work/sell more effectively with the diverse generations
Review & Confirm

Did We Provide...?

A. Reminder
B. New
C. Both
Time and Attention are Priceless

Thank you for yours today!