

WORKING IN A MULTIGENERATIONAL WORKFORCE

*A look at the generations in the
workforce today*

THINK ABOUT...

What generation
workplace challenges
are you currently
facing?

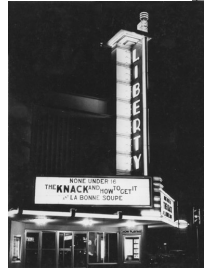
THE GENERATIONS

Traditionalists	1925 - 1945
Baby Boomers	1946 - 1964
Gen X	1965 - 1980
Gen Y/Millennials	1981 - 1996
Gen Z	1997 - 2012

INFLUENCES

TRADITIONALIST INFLUENCES

- WWII
- Great Depression
- New Deal
- TV
- Swing and Jazz
- Korean War
- Cold War
- GI Generation and Boomers



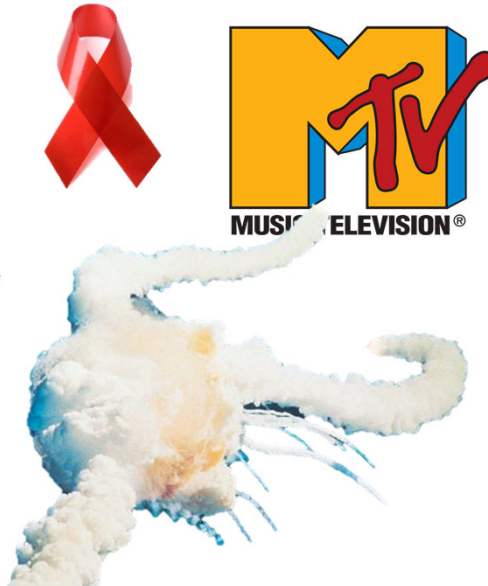
BOOMER INFLUENCES

- Vietnam
- Watergate
- Civil, human, and women's rights
- Sex, drugs, and rock & roll
- JFK, MLK, RFK
- Moon landing
- Recession
- Cold War



GEN X INFLUENCES

- AIDS
- Challenger
- Gulf War
- MTV
- Loss of world safety
- Madonna, Kurt Cobain, Michael Jackson
- Berlin Wall
- Divorce
- Latchkey
- Scandal



GEN Y INFLUENCES

- Social Media
- Smart phones
- Video games
- Online dating
- Harry Potter, Simpsons
- Drugs and gangs
- School violence
- 9/11
- War
- Natural disaster
- Zero tolerance



CHARACTERISTICS, VALUES, AND CONTRIBUTIONS

CHARACTERISTICS

- Ability to take adversity in stride
- Trusting and patriotic
- Loyal to institutions, clients, customers
- Job stability
- Take care of possessions and responsibilities
- Institutional knowledge

VALUES

- Hard work
- Duty before fun
- Adhere to rules
- Sacrifice

CONTRIBUTIONS

- Stability
- Planning
- Structure

TRADITIONALISTS
1925 – 1945
3 MILLION IN WORKFORCE (<1%)

BABY BOOMERS
 1946 – 1964
 41 MILLION IN WORKFORCE (27%)

CHARACTERISTICS

- Want to put their stamp on institutions
- Want to make a difference
- Highly competitive
- Question authority
- “Sandwich generation”
- Don’t like to ask for help
- Work well as individuals and on teams

<p>VALUES</p> <ul style="list-style-type: none"> • Workaholics • Efficiency • Personal fulfillment • Quality 	<p>CONTRIBUTIONS</p> <ul style="list-style-type: none"> • Experience • Knowledge • Hard work • Creativity
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GENERATION X
 1965 – 1980
 53 MILLION IN WORKFORCE (35%)

CHARACTERISTICS

- Skeptical of institutions and relationships
- Looking to build a career
- Comfortable with change
- Full of energy and like to have fun
- Got rid of the “box”
- Internet pioneers

<p>VALUES</p> <ul style="list-style-type: none"> • Efficiency • Self-reliance • Structure • Flexibility 	<p>CONTRIBUTIONS</p> <ul style="list-style-type: none"> • Tech skills • Enthusiasm • Quality work • New ideas
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CHARACTERISTICS

- Judge institutions on own merit
- Global perspective, concern
- Technology savvy
- Look for work that has meaning
- Expect information immediately
- Acknowledge diversity and expect others to do so

VALUES

- What's next
- Multitasking
- Entrepreneurial
- Tolerant
- On demand

CONTRIBUTIONS

- Problem solving
- Technical skills
- Care and concern
- Hard work

GENERATION Y
1981 – 1996
56 MILLION IN WORKFORCE (37%)

TRUE OR FALSE

**THEY'RE COMPLETELY DIFFERENT
FROM "US" AT THAT AGE**

FALSE

TRUE OR FALSE

THEY DON'T KNOW HOW TO
COMMUNICATE EFFECTIVELY

FALSE

TRUE OR FALSE

GEN Y WANTS MORE
PURPOSE AT WORK

KIND OF

TRUE OR FALSE

THEY WANT MORE
WORK-LIFE BALANCE

TRUE

TRUE OR FALSE

GEN Y NEEDS SPECIAL TREATMENT
AT WORK

FALSE

TRUE OR FALSE

THEY DEMAND PEOPLE RESPECT
DIVERSITY

TRUE

TRUE OR FALSE

GEN Y EXPECTS TO BE IN
CHARGE AND LEAD

KIND OF

TRUE OR FALSE

THEY DON'T RESPECT AUTHORITY

FALSE

WORKING WITH GEN Y

- Start listening, stop assuming
- Start viewing Gen Y as a strategic business investment and partner
- Scrap "do as I say, not as I do"
- Tap into their potential

FOR THOSE IN GEN Y

- Remember you are the new kid on the block
- Have perspective and be patient
- Look at relationships and communication differently
- Convey respect while pursuing goals
- Find mentors and advocates

**TIME TO GET READY TO
CHANGE AGAIN...**

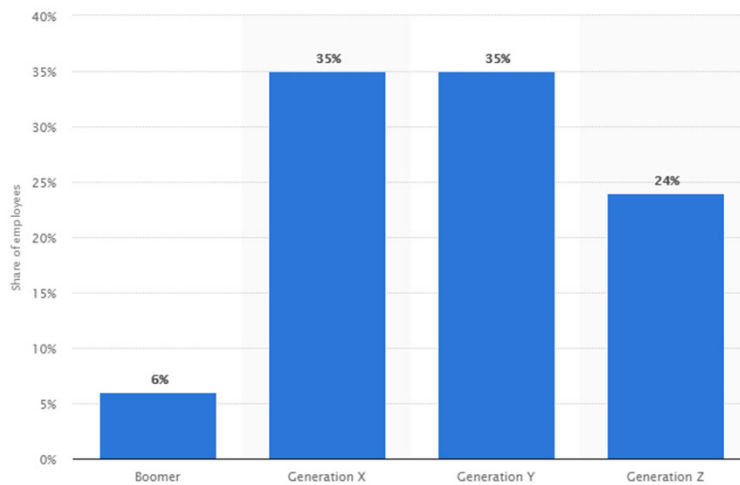
GENERATION Y

HERE & READY TO WORK!
(kind of at least)

GENERATION Z
1997 – 2012 * 3 MILLION IN WORKFORCE (<1%)

- Global Collaboration (video games)
- Untethered (“smart” phones)
- Digital Communication (Facebook)
- Content Curation (search engines)
- Interconnected (iPad, internet of things)
- Deep Social Connections (Instagram, Snapchat)
- Entrepreneurial (Kickstarter)
- Continuous Learning (AI, App Store, Pokeman Go)

WORKFORCE 2020 (WORLDWIDE)



**WHAT GEN Y & GEN Z
REALLY WANT!**

I.E. WHAT WE ALL WANT! |

| GEN Z & GEN Y REALLY WANT TO...

Feel Respected

GEN Z & GEN Y REALLY WANT TO...

Be Listened To

GEN Z & GEN Y REALLY WANT TO...

**Have opportunities for
mentoring**

GEN Z & GEN Y REALLY WANT TO...

**Understand the
Big Picture**

GEN Z & GEN Y REALLY WANT TO...

**Receive effective
communication**

GEN Z & GEN Y REALLY WANT TO...

Receive positive
feedback

GEN Z & GEN Y REALLY WANT TO...

Experience an
exchange of ideas

1. Feel respected.
2. Be listened to.
3. Have opportunities for mentoring.
4. Understand the big picture.
5. Receive effective communication.
6. Receive positive feedback.
7. Experience an exchange of ideas.

What are you currently doing?

What do you need to stop doing?

What do you need to start doing?

BRIDGING THE GAP

Don't dwell on differences

BRIDGING THE GAP

Get to know the
individual

BRIDGING THE GAP

Build collaborative
relationships

BRIDGING THE GAP

Mentor across generations

BRIDGING THE GAP

Consider Life Paths

BRIDGING THE GAP

Compromise,
Compromise,
Compromise

(then compromise some more)

BRIDGING THE GAP

Assume good intent

BRIDGING THE GAP

Walk in their shoes

REFLECTION

1. What generation workplace challenges are you currently facing?
2. Based on what you have learned today, how might you address some those challenges?
3. Where do you see potential future opportunities for your organization to grow and thrive?

Grant Axtell

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THANK YOU! |