

**Top 10+ Ways to Get
Millennial Value in
Baby Boomer
Organizations**

*"I see no hope for the future of our people
if they are dependent on the frivolous
youth of today, for certainly all youth are
reckless beyond words."
– Hesiod, 700 BC*

Did You Know?

**shifthappens.wikispaces.com
YouTube – Did you Know 3.0**

64-80	Silent Generation 38 million (50 mil born)	1929-1945
45-63	Baby Boomers 77 million	1946-1964
27-44	Generation X 51 million	1965-1982
15-26	The Millennials 75-80 million	1983-1994 (varies)
14 or under	iGen / Internet Gen (aka Gen Z)	1995-present (varies)

Source for age / year ranges - U. S. Census Bureau, except iGen.

What Influenced Them

<p>Silent Generation</p> <ul style="list-style-type: none"> Depression Cold War Korean War TV and Records Space Race 	<p>Baby Boomers</p> <ul style="list-style-type: none"> Civil Rights Vietnam War Disco VCR/Tape Decks
<p>Generation X</p> <ul style="list-style-type: none"> Iran-Contra Gulf War AIDS PC s- CDs Cable / Internet 	<p>The Millennials</p> <ul style="list-style-type: none"> Afghanistan / Iraq 911 Columbine Environmental Challenges iPods - YouTube

Shifting Demographics

- By 2017, workers in Canada, France, Germany, Japan, the U.S., Italy and the U.K. aged 50 and over will make up more than 40% of the workforce (AARP Profit from Experience, 2007) and will be poised to retire in large numbers within the next ten years.
- Gen X represents a much smaller pool of available workers and will not be able to fill the positions left vacant by retirements (Institute for the Future, 2003).
- In light of this predicted labor and skills shortage, it is imperative for forward-thinking companies to focus on retaining older workers and increasing their ability to recruit and engage younger workers.

The Silent Generation

Characteristics and Value

- Hierarchy Structure
- Formal
- Disciplined
- Patriotic
- Loyal
- Build Legacy
- Focus: Family, Community

“Change Averse”

Baby Boomers

- Idealistic
- Responsible/ Dedicated
- Competitive
- Workaholic
- Money, Title, Recognition
- Exceptional career
- Health/ longevity

“Worklife Un-Balanced”

Generation X

- Techno Literate
- Self-Reliant
- Very Skeptical
- Rich Media Content
- Adaptable to change
- Freedom (Options/ Choices)
- Informality
- Balance

“My choice”

The Millennials

- Cyber-Savvy
- Team/ Group focused
- Very Social
- Goal Oriented
- Self-Confident
- Meaningful Work
- Diversity
- Now!

“Immediate Feedback”

Leadership Strategies in a Multi-generational Workplace

- Dealing with “Helicopter Parents”
- Retention considerations
- Feedback
- Incentives
- Career energizers
- Enrich the culture

Generation Structure Analogy

Baby Boomer – First Born

- First-borns are achievers, who are dominant, conscientious and neurotic. They are more responsible, anxious and organized, and they stick to the rules.

Gen X – Middle Child

- The rebel of the family tends to be born later than his siblings, but not necessarily be the last-born. They are impulsive and open to new experiences.

Generation Structure Analogy

Millennial – Last Born

- Last-borns are agreeable, warm, sociable, extrovert and creative.
- Parents were more child-centered – involved in their activities (Helicopter parent)
- Children believe they can achieve anything

Employee Retention

What flexible work options will simultaneously attract all generations while encouraging Veterans and Boomers to remain employed and:

- play key roles in knowledge transfer
- leadership development
- mentoring of younger workers

How do you keep Gen X and the Millennials more than 3 years?

Members of Generation Y or Millennials comprise 15 percent of the work force; baby boomers make up 46 percent.
Source: FutureWork Institute/Society for Human Resource Management

How to Spot a Millennial

Laptop - It's how Gen Y does work. Who needs the office when you've got cafes, parks and your own living room?

Designer coffee - Half-caf, nonfat, short, tall and sometimes not coffee at all, it's a Gen Y staple.

PDA - E-mail is only the beginning. Gen Y craves connection, and these gadgets are the fix.

Digital camera -A must for Gen Yers to chronicle their fascinating lives (and post them all over cyberspace).

iPod -The identifying mark of the Gen Y flock.

Hipster clothes - Jeans, sneakers, and a jacket. Behold, the new corporate uniform.

Yoga mat -He isn't a Gen Y if he isn't into "wellness."

Source: money.cnn.com/magazines/fortune/fortune_archive/2007/05/28/100033934/

Diversity

Generation Y is extraordinarily diverse in a race-ethnic sense. Only 61 percent of Generation Y adults are white; 15 percent are black, 4 percent are Asian, and 17 percent are Hispanic.

Generation Y is more secular and less Christian. Almost a quarter (23 percent) have no religious preference or are agnostic/atheist, 4 percent are Jewish or Muslim, and another 7 percent are other non-Christian; only 62 percent identify themselves with some Christian faith.

Generation Y is at the leading edge of what Chris Bowers has pointed out is an extremely fast-growing demographic: the non-Christian coalition. Between 1990 and 2001, according to CUNY's American Religious Identification Survey, non-Christians grew by 84 percent (from 20 million to 37 million adults), including an astonishing increase of 106 percent (from 14 million to 29 million) among seculars.

Source: The Century Foundation

Politically Astute

Generation Y is very liberal on social issues. A majority (53 percent) flat-out support allowing gay marriage. And 63 percent say women should have the legal right to choose an abortion.

Generation Y is unusually liberal in an ideological sense. More Generation Y adults say they are liberal (31 percent) than say that they are conservative (30 percent).

Generation Y leans strongly Democratic. Generation Y adults give Democrats an eleven-point edge on party identification (39 percent to 28 percent).

Source: The Century Foundation

Employee Expectations

- 61% say Gen Y workers expect to have flexible work schedules
- 50% say Gen Y workers expect to have more vacation or personal time
- 87% of hiring mgrs. and HR professionals say some or most Gen Y feel entitled in terms of compensation, benefits and career advancement than older generations.
- 73% of hiring managers and HR professionals ages 25 to 29 share this sentiment.

Source: careerbuilder

Career Energizers

- Silent Generation
 - Involve them as mentors
 - Value their expertise
- Baby Boomer
 - Give workplace options
 - Accommodate family demands
- Gen X
 - Techniques for career success
 - Acknowledge independent work habit
- Millennials
 - Give candid feedback – mentor 'em
 - Schedule flexibility

Incentives

- Create new relationships (networking)
- Enhance their business knowledge
- Create cross-functional career development plans
- Frequent feedback
- Build trust between managers and employees
- Discuss successes and failures and areas of need

Enrich the Culture

- The Silent Generation
 - Micromanage
 - Technology service
- Baby Boomer
 - Give flexibility
 - Spotlight personal fulfillment
 - Meaningful work
- Generation X
 - Resist micromanage
 - Participatory work environment
 - Offer new tasks
- Millennials
 - Resist micromanage
 - Group work
 - Personalize

Construct Your Workplace

Generation X

- Casual, friendly work atmosphere
- Set expectation
- Creativity and initiative
- Worthwhile feedback
- Flexibility
- Freedom

Millennials

- Supportive, structured work atmosphere
- Interactive relationships
- Personal attention
- Formal mentoring
- Goals into steps


Home Work Assignments

1. Set up a training program that brings employees of different generations together to discuss their differences (and similarities).
2. Set up Google Alerts on keywords like Generations, Gen X, Millennials, Gen Y, Baby Boomers, etc. (call center and help desk alerts are useful too.)
3. Do a "Generations Mingling Exercise" at a future staff/company meeting.

Overall Considerations

- Don't let negative generational stereotypes affect workplace activity
- Be adaptable
- Work-rotations
- Remote working opportunities
- Career counselors / mentors
- Engage Millennials and Xers in planning activities
- Furnish friendly environments
- Keep positive people around

"Success depends on the ability to recruit, retain, manage, and motivate people 18-100, working together in a diverse, satisfying and fun work environment."





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