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	

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 iGen / Internet Gen under (aka Gen Z)	1995-present (varies)
Source for age / year ranges - U. S. Census Bur	reau, except iGen.

What Influenced Them

Silent Generation

Depression Cold War Korean War TV and Records Space Race

Baby Boomers

Civil Rights Vietnam War Disco VCR/Tape Decks

Generation X

Iran-Contra
Gulf War
AIDS
PC s- CDs
Cable / Internet

The Millennials

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 Focus: Family, Community Disciplined 	
■ Patriotic ■ Loyal	
"Change Averse"	
	7
Baby Boomers	
■ Idealistic ■ Money, Title, Recognition	
 Responsible/ Dedicated Exceptional career Competitive Health/ longevity 	
■ Workaholic	-
	-
"Worklife Un-Balanced"	
	7
Generation X	
Techno LiterateSelf-ReliantFreedom (Options/ Choices)Informality	
■ Very Skeptical ■ Balance	
Rich Media ContentAdaptable to change	
"Mar abaiaa"	
"My choice"	

	_
The Millennials	
Cyber-Savvy■Meaningful Work■ Team/ Group focused■ Diversity	
■ Very Social ■ Now! ■ Goal Oriented	
■ Self-Confident	
"Immediate	
Feedback"	
Leadership Strategies in a	
Multi-generational Workplace	
Dealing with "Helicopter Parents"	
Retention considerations	
■ Feedback	
Incentives	
■ Career energizers	
Enrich the culture	
	1
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).

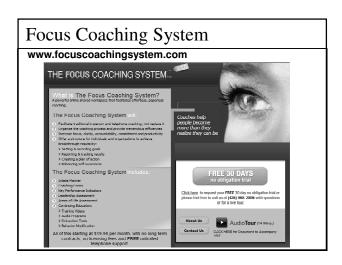
iPod -The identifying mark of the Gen Y flock.

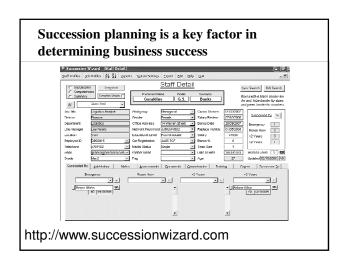
Hipster clothes - Jeans, sneakers, and a jacket. Behold, the new corporate

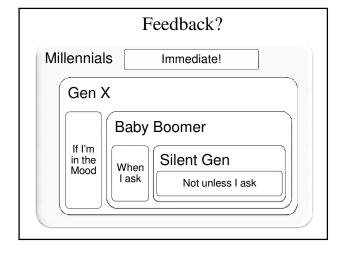
Yoga mat -He isn't a Gen Y if he isn't into "wellness."

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

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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

Silent	Involve them as mentors
Generation	 Value their expertise
Baby	Give workplace options
Boomer	 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

The Silent Generation Baby Boomer Generation Generation 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 Millennials Casual, friendly work Supportive, structured atmosphere work atmosphere Set expectation Interactive relationships Creativity and initiative Personal attention Worthwhile feedback Formal mentoring Flexibility Goals into steps Freedom 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 environmentsKeep 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."





Ivy

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