

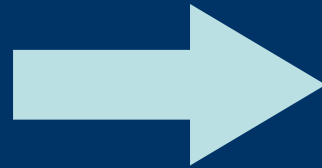


# **Generations @ Work**

**Understanding their impact on the working environment**

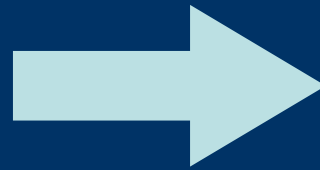
Jacqui Harrington  
29<sup>th</sup> February 2008

1900



47 years

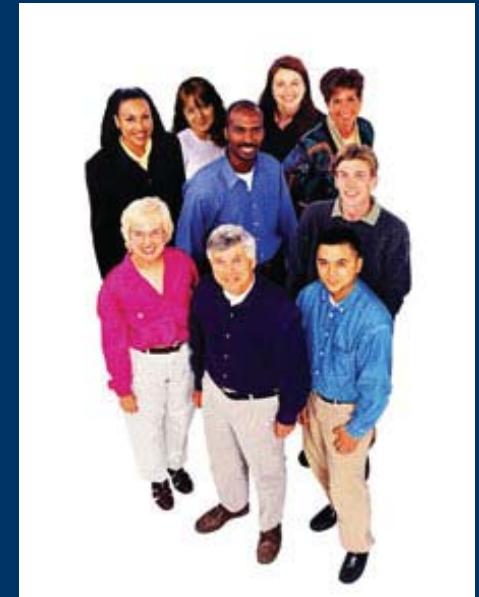
2007



75+ years

Why discuss the impact of the  
generations ?

# Demography and technology



Are creating the future together

# Challenges facing organisations today

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Retention

Skyrocketing  
turnover rates

Stress management

Hiring challenges

Succession

Rewards

Conflict

Motivating

Communication

Plummeting morale

**Traditionals**

**1928 to 1945**

**Baby Boomers**

**1946 to 1964**

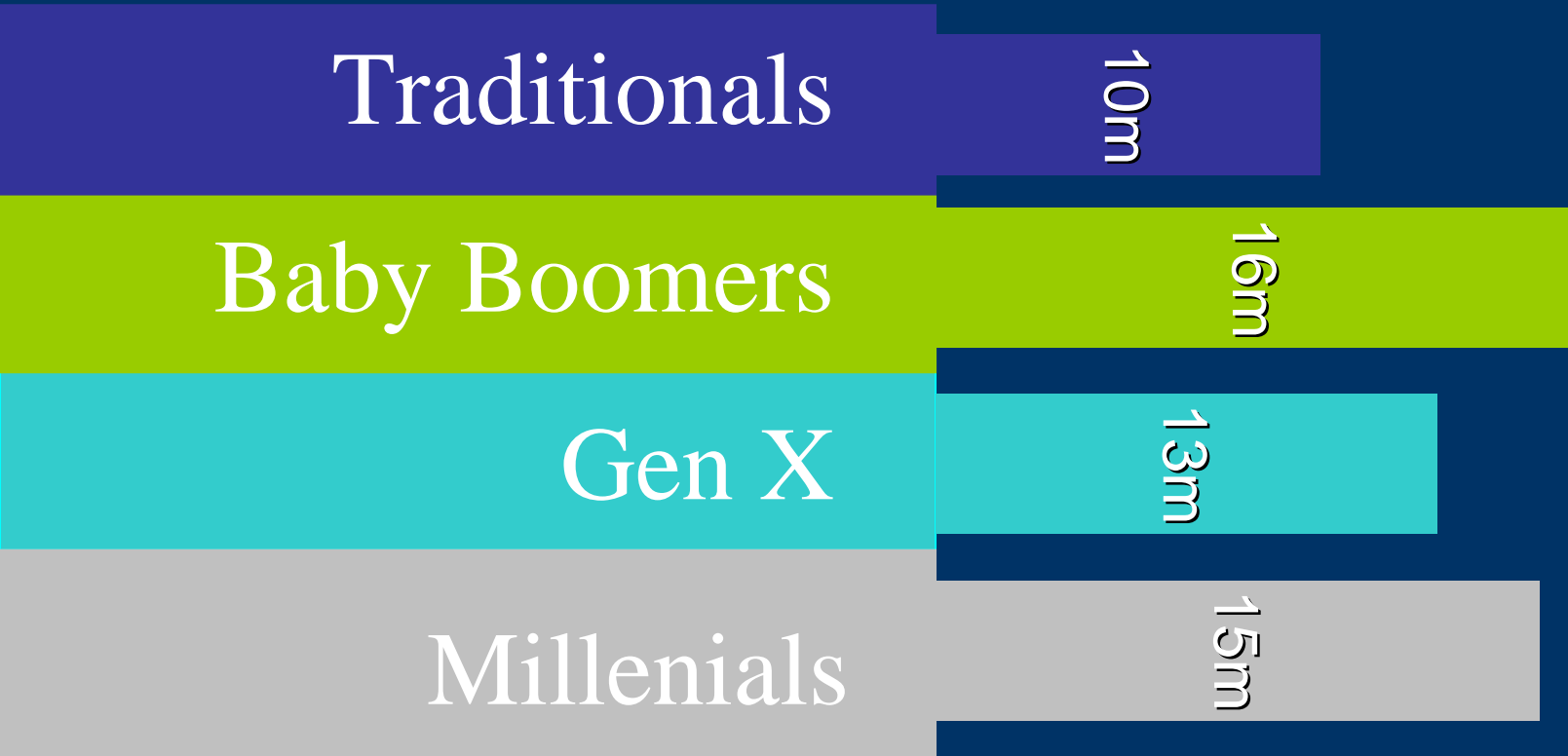
**Gen X**

**1965 to 1980**

**Millenials**

**1981 to 1999**

..... sharing the same workplace



## Events



## People

## Things



## Places



1928 to 1945

## Core Values

- Dedication
- Conformity
- Law and order
- Respect for authority
- Patience
- Sacrifice

## Assets

Stable  
Detailed oriented  
Thorough  
Loyal  
Hard working

## Challenges

Uncomfortable with conflict  
Reticent to disagree  
Inept with ambiguity  
Resistant to change

- Your experience is respected
- It's valuable to the rest of us to hear what has or hasn't happened in the past
- Can you help me with this?



1946 to 1964

## Core Values

- Fairness
- Optimism
- Team orientation
- Personal growth
- Youth
- Personal gratification
- Recognition

## Assets

Service oriented  
Willing to go extra mile  
Aim to please  
Driven  
Aggressive

## Challenges

Judgemental/self centred  
Process before results  
Sensitive to feedback  
Technology phobic  
Not naturally budget minded

- ‘They talk too much about their personal lives’
- They don’t walk the talk
- They work too much



1965 to 1980

## Core Values

- Diversity
- Global thinking
- Fun
- What's in it for me !
- Balance
- Self reliant

## Assets

Adaptable

Independent

Techno-literate

Creative

Comfortable with change

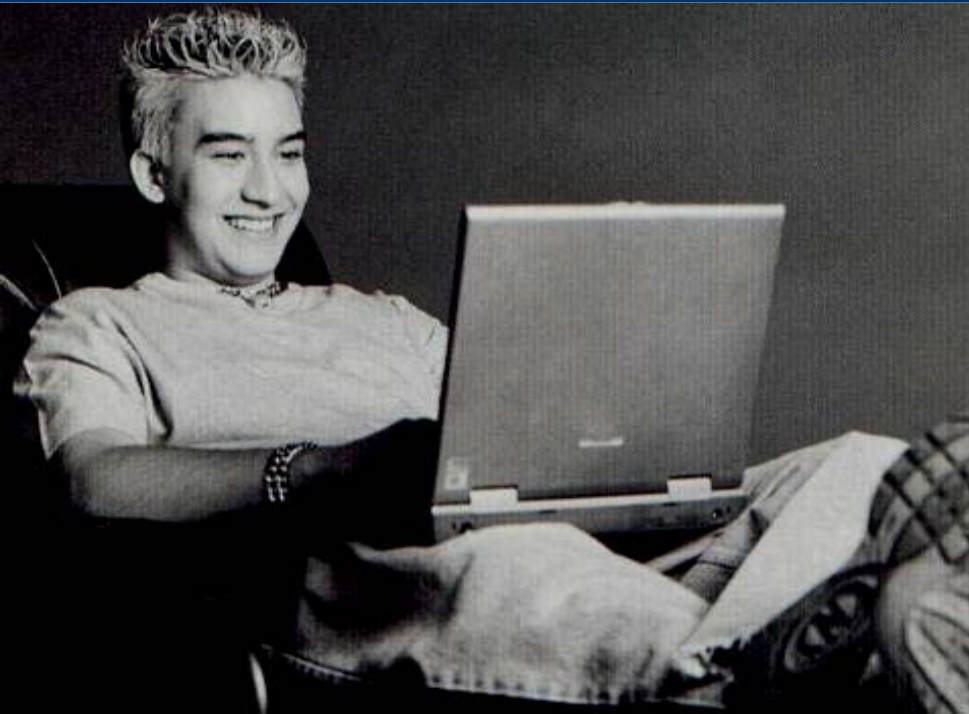
## Challenges

Impatient

Cynical

Defensive

Lack confidence in people and institutions



Nexters

Gen Y

Echo boomers

Internet generation

Gen net



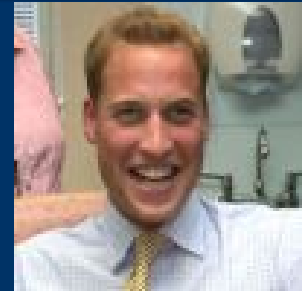
1981 to 1999

## Core Values

- Optimism
- Civic duty
- Morality
- Confidence
- Sociability
- Street wise



**myspace.com**  
a place for friends



**facebook**



## Assets

Heroic spirit  
Multi-tasking  
Technologically savvy  
Collective action  
Tenacity

## Challenges

Need for supervision and  
structure  
Inexperience  
Job hopping  
Work isn't everything

# Generations defined sociologically

	Baby Boomers	Gen X	Millenials
Iconic Technology	<i>TV Audio Cassette Colour TV</i>	<i>VCR Walkman IBM PC</i>	<i>Internet SMSing X-Box</i>
Music	<i>Elvis Beatles Rolling Stones</i>	<i>INXS Nirvana Madonna</i>	<i>Eminem Puff Daddy Spice Girls</i>
Social Events	<i>Decimal currency Vietnam War Cyclone Tracy</i>	<i>Challenger explodes Stock market Crash Berlin Wall down</i>	<i>Columbine shootings New millennium September 11<sup>th</sup> bombings</i>
Learning Environment and format	<i>Classroom style Quite atmosphere  Formal Structured</i>	<i>Round table Relaxed ambiance  Relaxed Interactive</i>	<i>Spontaneous Multi-sensory Café style Music and multi modal</i>

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Develop a slogan similar to an advertising slogan that accurately describes that generation in the workplace.