Back in My Day: Boomers, Gen X, and Millennials at Work

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• Think About This Question, Do Not Respond Until Prompted.....

• How And Where Did Kennedy Die?
The Kennedys
The Kennedys

- John F. Kennedy (JFK), 35th President, Assassinated in 1963 by Gunshots in Dallas, TX
- Ted Kennedy, US Senator, Died in 2009
- John F. Kennedy, Jr., Died in Plane Crash near Martha’s Vineyard in 1999
- Many Others......
- Kennedy who?
What Has Happened?

- First Time in American history – 4 different generations in the workplace
- Distinct attitudes, behaviors, expectations, habits and motivations.
- “They don’t get it” or
- “They have it so much easier than we did”
Generational Fashion and Culture

- 1960's
- 1980’s
- 2000’s
So Who Are We??

• Veterans, Matures (1922 – 1945)
• Baby Boomers (1946 – 1964)
• Generation X, Gen X, or Xers (1965 – 1980)
Boomers to Bloggers

• https://www.youtube.com/watch?v=maCqagwdFBU
Traditionalist (1922 – 1945)

- Grew up during times of economic and political uncertainty
- Hard work
- Financially conservative
- Cautious
- Strong organizational loyalty
- Same job for life
- Not risk oriented
- Great respect for authority
Working with a Traditionalist

• Work is not suppose to be fun
• They follow rules but want to know procedures
• Frustrated by what they see as a lack of respect, discipline, logic, structure
• Consider their feelings
• Like the personal touch
Boomers to Bloggers

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Baby Boomers (1946 – 1964)

- Grew up in times of social and political changes and economic prosperity
- Work defining part of their approach to life
- Difficulty maintaining good work/home balance
- Long term commitment to their job, not the organization
- Seek personal growth, recognition, and gratification
Working with Baby Boomers

• Want to hear that their ideas matter
• Expect to be valued in the workplace
• Careers define them, work is important to them
• Silly routines are frustrating
• Before they do anything, they need to know why, how and what
• Do well in teams
• Don’t take criticism well
• Need flexibility, attention and freedom
Boomers to Bloggers

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Generation X (1965 – 1982)

- Grew up in an era of change
- Divorce became widespread
- Economic and political situation became more unstable
Working with Generation X

• Want independence in the workplace and informality
• Give them time to pursue other interests
• Allow them to have fun at work
• Give them the latest technology
Boomers to Bloggers

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- Electronics filled and increasingly online socially networked world
- Empowered parenting style
- Not afraid to express their opinion
- Tendency to be self confident
- Flexible work schedule

- Social media central to communication techniques
Working with Millennials

• Take time to learn about their personal goals
• See it is as disrespect any requirement to do things just because this is the way it has always been done
• Want to work with friends
• Reward extra effort and excellence
• Help them navigate work and family issues
• Offer structured, supportive work environment
• Interactive work environment
• Millennials vs Baby Boomers - Ellen
Generation Z (1996 to...mid 2000’s)

- Less Focused
- Better Multi-Taskers
- Bargains
- Early Starters
- More Entrepreneurial
- Higher Expectations
- Big on Individuality
- More Global
Leadership Styles

• Traditionalists – Directive, Command and Control
• Baby Boomers – Consensual, Collegial
• Gen X – Everyone is the Same, Challenge Others, Ask Why
• Gen Y – TBD ????
Feedback

• Traditionalists – No News is Good News, Satisfaction in a Job Well Done
• Baby Boomers – Don’t Appreciated It, Money, Title Recognition
• Gen X – Sorry to Interpret But How Am I Doing?, Freedom is the Best Reward
• Gen Y – Whenever I Want It, Meaningful Work
Motivations

• Baby Boomers – Money, Strong Title, Recognition and Respect
• Gen X – Work Fulfills Them Financially Personally, Money Is A Reward for Job Well Done Yet Doesn’t Add to Value of Job
• Gen Y - Friendship
• ??? Questions???
  • Comments