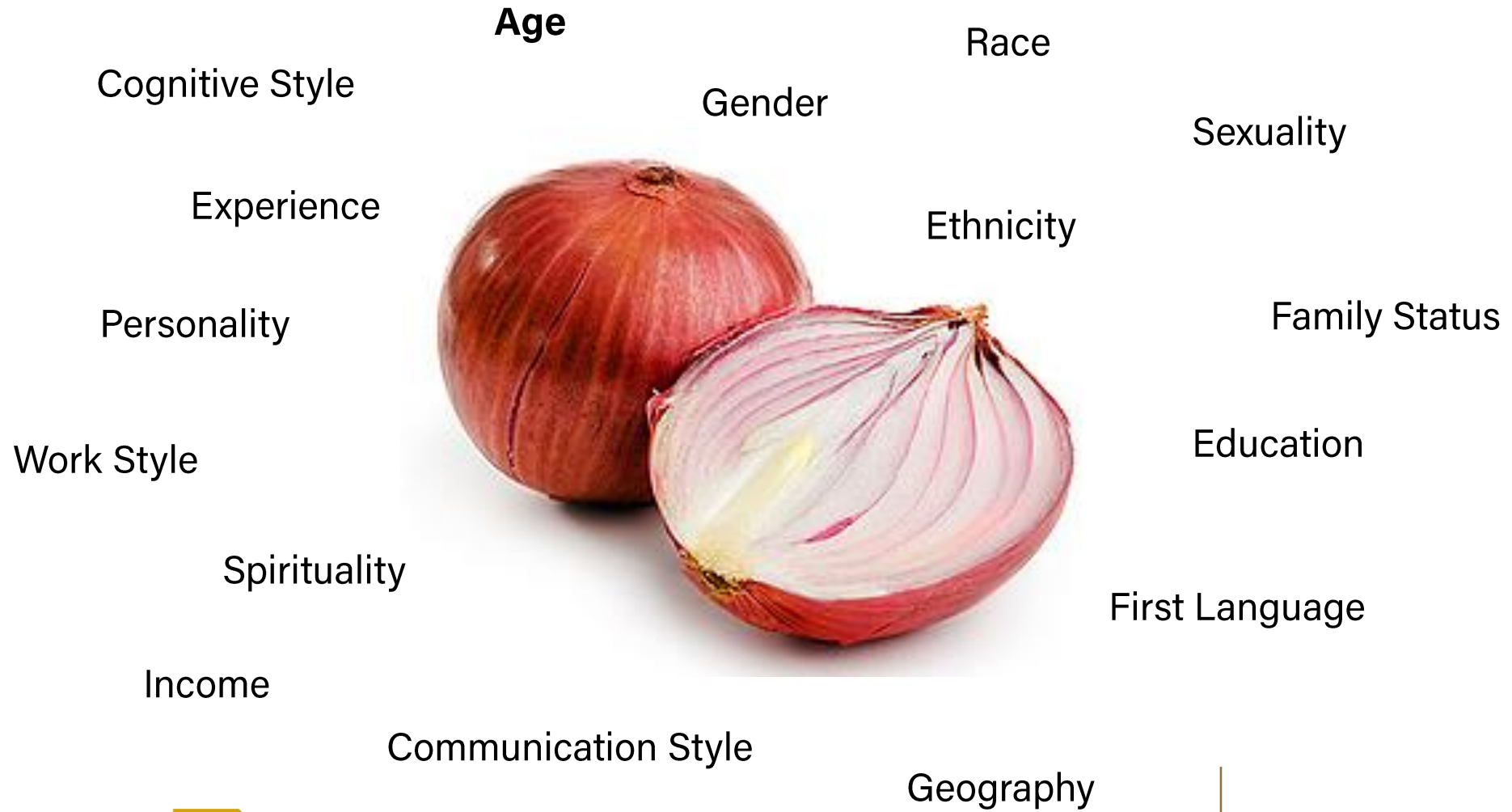


# ***BRIDGING THE GAP: GENERATIONAL AWARENESS***



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# *Peeling back the onion...*



# *The Generations: generally defined timeframes*



- Silent Generation: born 1928-1945
- Baby Boomers: born 1946-1964
- Generation X: born 1965-1979
- Millennials/Gen Y: born 1980-1994
- Generation Z/iGen: born 1995-2010

# *Significant Events: What has helped shape each generation?*

## Silent Generation

- The Great Depression and the Dust Bowl
- Food shortages
- Bombing of Pearl Harbor
- World War II
- Rise of Nazism
- Vaccines
- The Red Scare and McCarthyism

## Baby Boomers

- The Civil Rights Movement
- Assassinations: JFK, Bobby Kennedy, Martin Luther King, Jr.

## Generation Z (iGen)

- Great Recession
- WikiLeaks
- Asian Tsunami
- Obama then Trump as President
- ISIS
- Legalization of gay marriage, marijuana
- COVID-19

Women's Lib Activities

## Generation X

- Global Energy Crisis
- Tandy/Apple market PC's
- Massive layoffs
- AIDS identified
- Chernobyl/Challenger/Exxon Valdez
- Berlin Wall falls, Tiananmen Square
- MTV

## Millennials/Gen Y

- Apartheid in South Africa
- Oklahoma City bombings
- Columbine school attacks
- 9/11: World Trade Center attacks
- Iraq War begins
- Hurricane Katrina
- Rise of Google, Amazon, Facebook

# *Compelling Messages: What has helped shape each generation?*

## Silent Generation

- Keep your head down and keep going
- Loyalty and hard work will give you the gold watch
- Being able to work is a virtue
- Play by the rules
- Children should be seen and not heard

## Baby Boomers

- Change the world
- Be anything you want to be ("Me")

## Generation Z (iGen)

- You are doing a good job, keep it up!
- We are here to support you (mentors)
- You can make a difference in the world
- You are unique

## Generation X

- Don't count on it
- No "national/public" heroes
- Get real – take care of yourself
- Always ask "why?"

## Millennials/Gen Y

- Everyone gets a trophy
- Connect 24/7
- Serve your community
- Achieve now!



# *Technology: What has helped shape each generation?*

Silent Generation



Baby Boomers



Generation Z/iGen



Generation X



Millennials/Gen Y



# *Characteristics: What has helped shape each generation?*

## Silent Generation

- Loyal to country and employer
- Disciplined and determined
- Solid work ethic
- Earn your own way
- Get your money's worth
- Work within the system

## Baby Boomers

- Committed to change; use your voice
- Go the extra mile, do whatever it takes
- Communication skills, emotional intelligence
- Solid work ethic
- Work-life balance
- "Live to work"

## Generation Z (iGen)

- Value financial stability; pragmatic, sensible
- Tune out traditional marketing; want personal approach
- Value diversity, inclusivity
- Value mentoring in the workplace
- Turn hobbies into jobs/freelancing

## Generation X

- Self-reliant (latchkey generation)
- Achieve measurable results
- Streamline processes
- Want to work in flexible, results-driven organizations that adapt to their preferences
- "Stealth fighter parents"

## Millennials/Gen Y

- See the world as global/connected
- Parent/child relationship = more egalitarian/friends, "helicopter parents"
- Social concerns, volunteerism
- High expectations and ideals
- "Work to live" (work/life balance)

## ***"Perceived" Traits in the Work Place and Other Places***

|                    | <b>Silent Generation</b>  | <b>Baby Boomer</b>   | <b>Generation X</b>   | <b>Millennials/<br/>Generation Y</b>   | <b>Generation Z/<br/>iGen</b>   |
|--------------------|---|--|---|--|---|
| <b>Assets</b>      | loyalty, dedication, 110%, follow the rules, respect authority, dependable  | service-oriented, teamwork, dedication, will go the extra mile, politically savvy        | adaptable, independent, buck system, tech-savvy, value information, want feedback | optimistic, can multi-task quickly, tech-savvy, positive attitude, collaborative   | accepting of differences, self-starters, innovative, goal-oriented, entrepreneurial                       |
| <b>Liabilities</b> | play it safe, rule bound, linear work style, hierarchical, right or wrong (dualistic), don't deal well with ambiguity | dislike conflict, not budget-minded, put process ahead of result, workaholic expectation | skeptical, distrust authority, reject rules, dislike rigid work requirements      | need structure and supervision, little experience handling difficult "people" issues, distaste for work perceived to be "beneath" them | Tech-dependent, lack interpersonal communication skills, short attention span, want instant gratification |



## ***"Perceived" Traits in the Work Place and Other Places***

|                                   | <b>Silent Generation</b>   | <b>Baby Boomer</b>   | <b>Generation X</b>  | <b>Millennials/<br/>Generation Y</b>  | <b>Generation Z/<br/>iGen</b>   |
|-----------------------------------|--|--|--|---|---|
| <b>Prefer managers who</b>        | reward commitment, respect them and their experience, show support for stability, security and community | are consensual, treat them as equals, use democratic approach, show caring | are competent, direct, results-oriented, encourage independence, support personal growth | are positive, provide coaching and support, motivate, consider personal goals                 | are engaged and involved in employee success, inspire, embrace change           |
| <b>DO NOT prefer managers who</b> | disregard their experience, are dishonest, do not have solid work ethics                                 | aren't open to input, are bureaucratic, exhibit one-upmanship              | micro-manage, don't walk the talk, schmooze  | are cynical, treat them as if they are too young to count, are threatened by technical skills | don't communicate (in person best), fail to provide collaborative opportunities |

## ***"Perceived" Traits in the Work Place and Other Places***

|                              | <b>Silent Generation</b>                                       | <b>Baby Boomer</b>  | <b>Generation X</b>   | <b>Millennials/<br/>Generation Y</b>                              | <b>Generation Z/<br/>iGen</b>   |
|------------------------------|--|---|---|---|---|
| <b>Motivating Messages</b>   | experience is respected, no news is good news, duty before fun | your opinion is valued, work as long as you want, you are needed, recognition | do it your way, have new equipment, forget the rules                  | work with other bright people, can be a hero, turn company around | our leaders are inspiring and engaging, customized rules, figure it out |
| <b>Rewards</b>               | private recognition, loyalty, promotions, gold watch           | promotion, title recognition, personal appreciation                           | free time/time off, results, good benefits, development opportunities | awards, certificates, tangible evidence of credibility            | recognition, feel appreciated for loyalty                               |
| <b>Communication Formats</b> | rotary phones, letters/memos, in-person interaction            | touch tone phone, personal interaction  | cell phone, voice mail, email   | picture phone, instant messaging, blogs, text                     | text, Instagram, Snapchat, use of emojis                                |

# *To most effectively bridge any gaps ...*

## Get to know your club members as individuals!

- Recognize that they are total human beings with multiple layers and that no part of them exists within a vacuum.
- Ask them about themselves, their interests, and how they would like to be involved in meaningful ways.
- Share your own experiences and interests.
- Remember, you already have one thing in common ...



## *Some resources you might find beneficial:*

- Google the work of Marilyn Loden and her model, “The Diversity Wheel.”
- David Livermore and the Cultural Intelligence Center (Google David Livermore for free videos and go to the Center; learn how to “effectively work and relate with people and projects across different cultural contexts.”): <https://culturalq.com/about-cultural-intelligence/culture/>
- The Hofstede Centre (provides country national/cultural comparisons on 6 dimensions): <https://www.hofstede-insights.com/country-comparison/>
- Workflow Management Coalition Generational Differences Chart: <http://www.wmfc.org/uploads/GenerationalDifferencesChart.pdf>
- Project Implicit (this is a non-profit organization of international researchers “interested in implicit social cognition” about hidden biases; assessments are taken via this virtual lab): <https://implicit.harvard.edu/implicit/>
- International Business Etiquette, Manners, & Culture: <http://www.cyborlink.com>
- Bruce Tulgan with “Rainmaker Thinking” (Bruce Tulgan has videos, blogs, books and articles on topics including “generations”): <https://rainmakerthinking.com/>

# ***THANK YOU!***

Feel welcome to contact me at:

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