

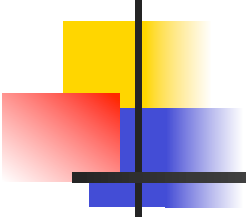
Leveraging Intergenerational Communication with Our Student Population



Winter Advising Forum

March 2010

Cecile Morris



*“With the aging of America,
every workplace will soon be
coming to grips with the
challenge of managing age
diversity.”*

Ken Dychtwald, PhD

Author of the *Age Wave* and *Age Power*



Why Are We Here?

To better understand, appreciate and communicate with people of all generations, especially the millenials, our student population.



What Am I Going to Take Away?

- Strategies for communicating effectively with colleagues and students of all generations
- Increased awareness of the four generations currently in the workforce and in the student population



Agenda

- Generations: Building the Context
- Student Panel
- Strategies for Dealing with a Multigenerational Workforce and Student Body (Activity)

Generation Defined:

A group of people who experienced the same events & similar influences within the same time frame





Careful! Don't Stereotype ...



Four Generations in the Workplace and Student Body

- Veterans: 1922-1943
- Baby Boomers: 1943-1960
- Generation X: 1960-1980
- Generation Next/Millennials: 1980-2000
- Cuspers: Those born at the end of one generation or at the beginning of another



Veterans: 1922-1943

Defining Events:

- The Roaring 20s
- Rise of the Automobile
- Stock Market Crash of 1929, the Great Depression, Massive Unemployment
- Rosie the Riveter - Women in the Workplace
- The New Deal
- Attack on Pearl Harbor -- December 7, 1941
-- World War II



Veterans: 1922-1943

Work Style & Values

- Loyal
- Respect for rules, hierarchy & authority
- Dedication; hard work
- Definite separation between work/home
- Sacrifice
- Duty before fun
- Traditional
- Motivated by financial rewards and security

Baby Boomers: 1943-1960



Defining Events:

- The beginning of the Atomic Age and the Cold War
- The Korean War
- The McCarthy hearings
- Post-war prosperity
- Television and Rock 'n' Roll
- Brown vs. Board of Education - School Desegregation & the Civil Rights Movement



Baby Boomers: 1943-1960

Work Style & Values

- Work a priority
- Optimistic
- Personal Fulfillment
- Competitive
- Strong Professional Networks
- Value Meaning

Generation X: 1960-1980



Defining Events:

- 5 Assassinations: JFK, RFK, MLK, Malcolm X, George Lincoln Rockwell
- The Viet Nam War
- Hippies - Woodstock -- 1967 Summer of Love
- Moon Landing - 1969 Watergate & Resignation of Nixon
- The Emergence of Silicon Valley and Personal Computers



Generation X: 1960-1980

Work Style & Values

- Self-reliant
- Desire flexibility
- Skeptics
- Technology-driven
- Informal
- Latch-key kids
- Value work/life balance

Generation Next/Millennials: 1980-2000



Defining Events:

- The Challenger Disaster
- Glasnost and Fall of the Iron Curtain
- Operation Desert Storm
- Columbine Massacre
- Proliferation of the Internet
- Recycling: Environmental Awareness

- j



Generation Next/Millennials: 1980-2000

Work Style & Values

- Fast-paced/Multi-taskers
- Global perspective
- Tech savvy
- Blurred lines between work & play
- Entrepreneurial
- Group-oriented
- Close to family

Generation ____: 2000 and Beyond

Defining Events

- 9/11: Destruction of the Twin Towers
- 2nd Persian Gulf War
- Economic Downturn
- Election of Barack Obama
- Expanded Technology & Social Networking: YouTube, MySpace, FaceBook, Twitter



The story is still being written ...



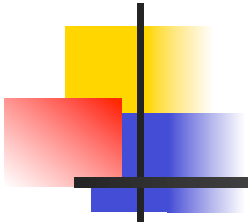
Human Needs Common to Employees of All Generations

- To be treated with respect and compassion
- To be heard
- To be taken seriously
- To be understood
- To be valued for our contributions
- To be treated as individuals
- To be challenged and trained

Tips for Working Effectively with ...

- Veterans
- Baby Boomers
- Generation X
- Nexters or Millennials





Student Panel



Activity



In Closing ...

*“In truth, generation gaps are
neither new nor forever
insurmountable.”*

Source: Zemke, Raines, Filipczak in *Generations
at Work*



References:

- Howe, Neil, & Strauss, William (2000). *Millennials rising: The next great generation*. Vintage Books
- Raines, Claire (2003). *Connecting generations: A sourcebook for a new workplace*. Crisp Publications
- Zemke, Ron, Raines, Claire, & Filipczak, Bob (1999). *Generations at work: Managing the clash of veterans, boomers, Xers and nexters in your workplace*. New York: AMACOM Books.