

The Generations & Culture



Welcome

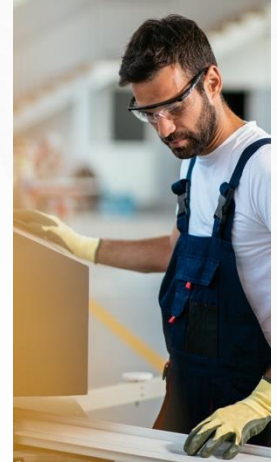


Denise Ball

Senior Client Executive & Workforce Development Specialist

KEY POINTS

- Different Generations
- Key Characteristics
- Myths & Realities
- Liz & Charlie


















Goal...



Be the Employer of Choice

Generations

Formative Experiences	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Millennials (1981-1995)	Generation Z (Born after 1995)
	 <p>Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women</p>	 <p>Cold War "Swinging Sixties" Moon landings Youth culture Woodstock Family-oriented</p>	 <p>Fall of Berlin Wall Live Aid Reagan/ Gorbachev Early mobile technology Divorce rate rises</p>	 <p>9/11 terrorist attacks Social media Invasion of Iraq Reality TV Google Earth</p>	 <p>Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks</p>
Attitude toward career	Jobs for life	Organizational - careers are defined by employees	"Portfolio" careers - loyal to profession but not to employer	Digital entrepreneurs - work "with" organizations	Multitaskers - will move seamlessly between organizations and "pop-up" businesses
Signature product	Automobile 	Television 	Personal computer 	Tablet/smartphone 	Virtual reality (VR) 
Communication media	Formal Letter 	Telephone 	Email 	Text Message 	Social Media 
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

Some things never change...



1976



1987



2012

Technology Facts

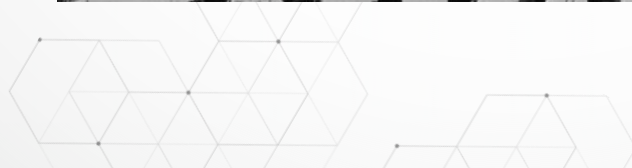
The average person owns
7.7 connected devices



Living Arrangements



Generations Buying a Home



Experience-vs-Ownership



Myths and Realities Younger Generations

Myth: Younger generations have no work ethic



Reality: They have a self-centered work ethic. These generations are **dedicated** to completing their task well but have not been raised in a way that demands them to look around and see what should be done next.

Myths and Realities Younger Generations

Myth: They don't want to put in the hours to get ahead.



Reality: They are willing to put in the time to do the job, however, they are uninterested in “face time”.

Myths and Realities Younger Generations

Myth: No respect for authority



Reality: These generations have great respect for leaders and loyalty. They do not respect authority "just because." **Loyalty and respect must be earned.** But when it is earned, it is given fiercely.

Myths and Realities Younger Generations

Myth: They don't want to grow up.



Reality: They really don't know how to grow up. The youngest generations in today's workforce are facing a **delayed adulthood** and just generally facing the "real world" later.

Additional Key Traits

Connections and experiences

Workplace value

Visibility on how their work fits
into the big picture





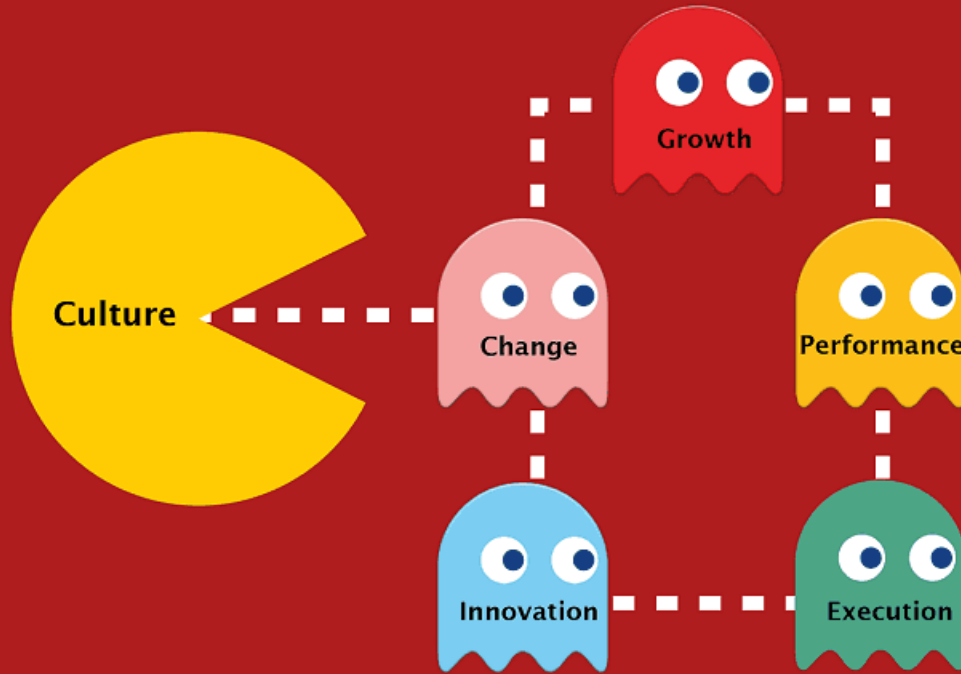
In the End...

- **All listen to WIIFM**
- **Appreciated**
- **To be known and heard**

Liz & Charlie



Organizational culture eats strategy for breakfast, lunch and dinner



Torben Rick www.torbenrick.eu



The Secret Sauce.... 3 C's

- Career Development
- Culture
- Connections-Engagement



Final Tips

- Don't generalize
- Encourage communication
- Show them their future
- Train on the generations
- Provide regular and immediate feedback

Last Session and Discussions:

- Structured On-boarding & OJT-
May 24th



Save the date!

A man in a light blue shirt is wearing a VR headset in a laboratory setting. He is standing at a workstation with a microscope and other equipment. A large, semi-transparent white text overlay reading "Questions" is centered over the image. The background shows various pieces of laboratory machinery, including a large grey cabinet with a control panel and a yellow warning label. The overall scene suggests a focus on virtual reality in scientific research or education.

Questions

Thank you!

Please connect with me via LinkedIn or at denise.ball@toolingu.com to continue the conversation.