



"Today's workplace is
(Anyone?...Anyone?) vibrant
and diverse and you need to
(Anyone?...Anyone?)
accommodate different kinds
of learning styles and blah-







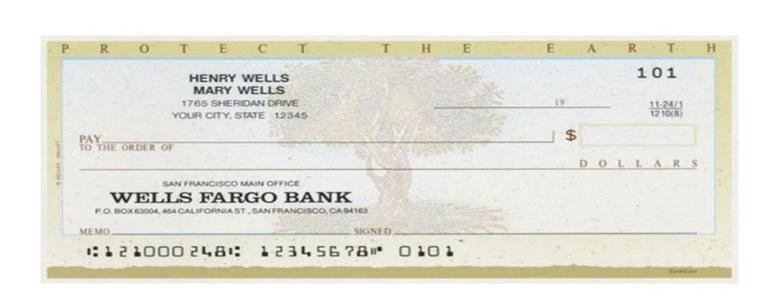


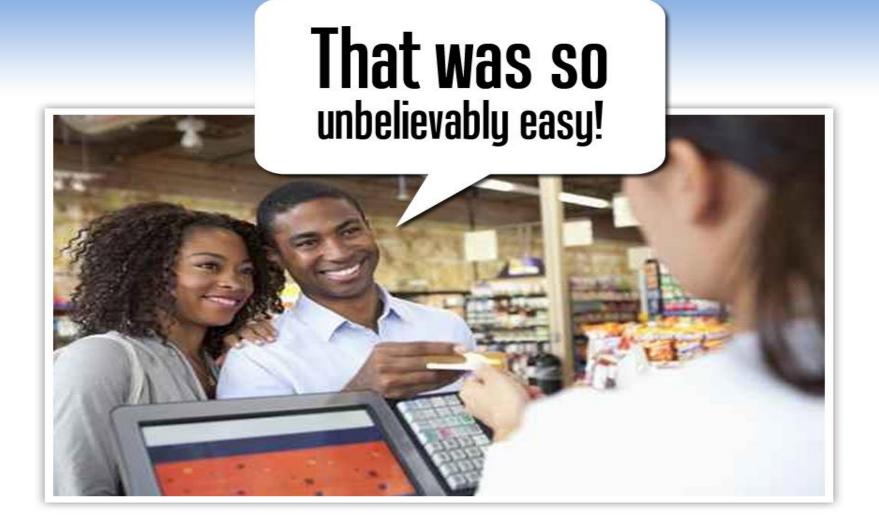












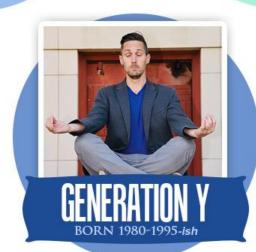


THE MATURES
BORN 1922-1946



BABY BOOMERS
BORN 1946-1964









BORN 1922-1946





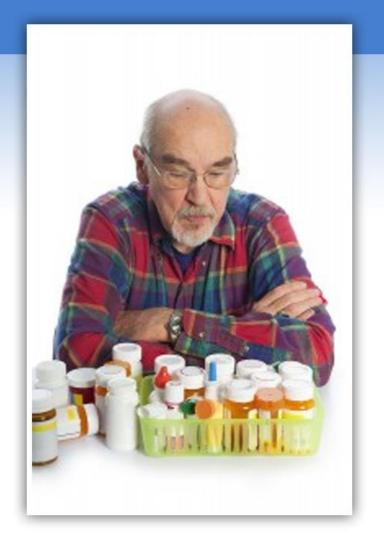




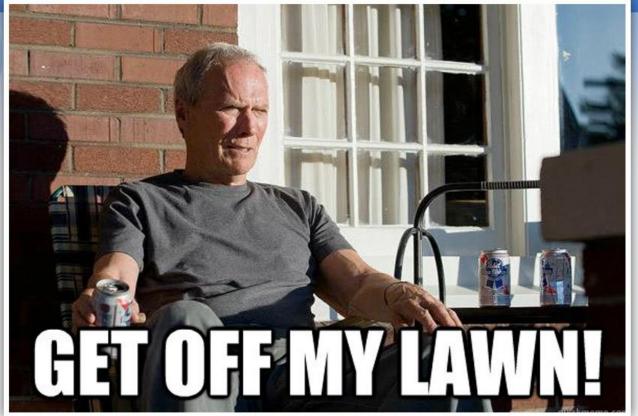












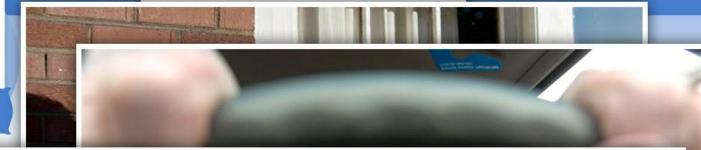


THE MATURES BORN 1922-1946





BORN 1922-1946







BORN 1946-1964



Dirty Filthy Hippies





LSD is AWESOME!

















BORN 1965-1980





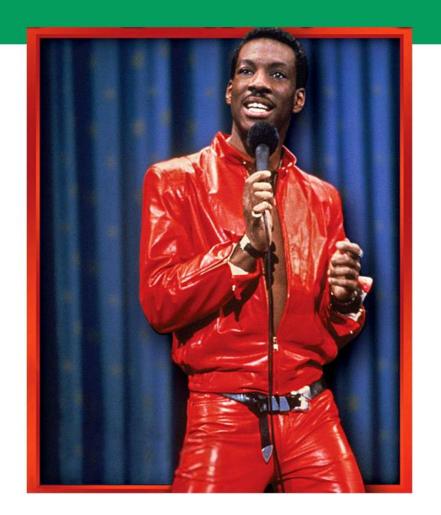








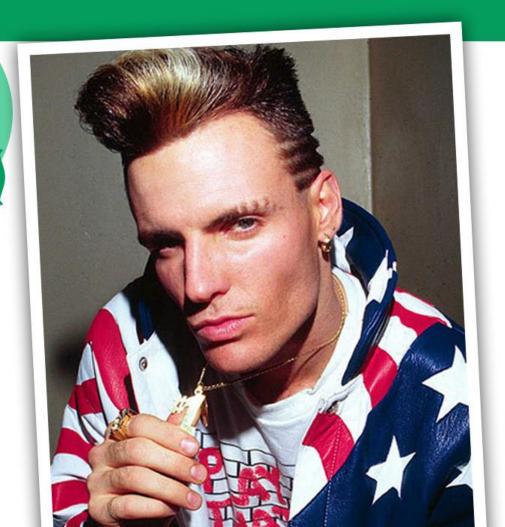














BORN 1980 - 1995-ish



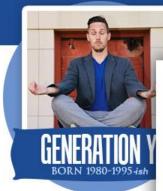










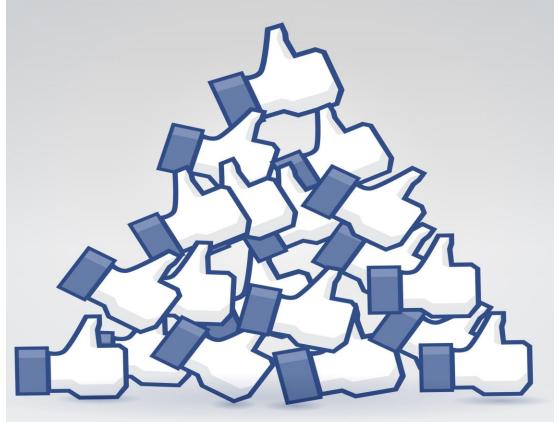






BORN 1995-4 MINUTES AGO



















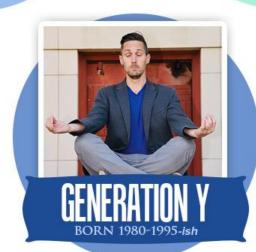


THE MATURES
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BABY BOOMERS
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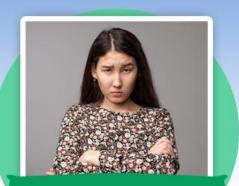


















REALLY OLD PEOPLE











REALLY OLD PEOPLE



OLD PEOPLE WHO DON'T THINK THEY'RE OLD PEOPLE









REALLY OLD PEOPLE











REALLY OLD PEOPLE



OLD PEOPLE WHO DON'T THINK THEY'RE OLD PEOPLE









REALLY OLD PEOPLE









	Traditionalists	Baby Boomers	Generation X	Generation Y
Birth Years	1900-1945	1946-1964	1965-1980	1980-2000ish
Famous People	Charlie Chaplin	Cher	Jeff Havens	Ashton Kutcher
Number of Members	40 million	80 Million	51 Million	75-100 Million
Chief Influences	Great Depression WWII Korean War A bunch of other sad things.	- Civil Rights - Vietnam War - Cold War - Moon landing (unless you're a conspiracy theorist)	- Dual Income families - Single parents - End of Cold War- First generation expected not to be as financially successful as their parents	Digital Media Internet Portable Technology
Core Values	- Rule followers - Conformers - Dedication and sacrifice - Discipline - Duty before pleasure - Hard Work - Loyalty - Responsibility	- Equal rights - Equal opportunities - Personal Gratification - Personal Growth - Spend now, worry later (or better yet, let your kids worry about it!) - Team Oriented	Diversity Entrepreneurial Independent Informality (they popularized the mullet) Pragmatism Self-reliance Cynicism	- Overconfidence - Fun! - Tolerance - Social - Technologically savvy - Street smarts (or that's what they say, but most of them have never played outdoors)
Attributes	- Committed to company - Financially conservative - Ethical - Organized - Strong workethic - Task oriented - Thrifty - Trusting	- Ambitious - Challenge authority - Competitive - Avid consumers - Live to work - Loyal to careers and employers (how this sits in the same box alongside "challenge authority" is beyond me, but there you go!) - Political correctness - Willing to take on responsibility	- Adaptable - Angry but don't know why (I like this description of us!) - Flexible - Focus on Results - Free agents - Results driven - Self-starters - Strong sense of entitlement - Work to live	- Attached to their technology & parents - Multicultural - Have never lived without computers - Even more entitled than Gen Xers! - Global way of thinking - Overindulged by their Baby Boomer and Gen X parents - Innovative - Tech dependent - Loyal to friends - Open to new ideas - Self-absorbed
Education	A dream	A birthright	A necessity	A calculated risk
Approach to Finances	- Put it away - Pay cash - Save everything	- Buy now, pay later	- Cautious - Conservative	- Earn to spend
Work Ethic	- Dedicated - Pay your dues - Work hard - Company first	- Driven - Work long hours to establish identity - Quality	- Balance - Work smarter, not harder - Self-reliant - Want structure & direction	Already bored with what they'doing now because they want to know what's next Multitasking Entrepreneurial



Technology	Adapted	Acquired	Assimilated	Integral
View on Respect for Authority	Authority is based on seniority and tenure.	- Started off skeptical of authority but now like it since they're in the positions of power	Still skeptical of authority figures Will test authority repeatedly.	- Often seeking authority figures when looking for guidance
View on Time at Work	- Punch the clock - Get the job done	- Workaholics - Invented 50 hr work week (ff, you know, you completely ignore farmers and everyone who worked in 19th century factories, coal mines, railroads, and I could go on) - Visibility is the key	- Project oriented - Get paid to get job done	Gone at 5PM. Work is a "chore" or something that fills the time between weekends.
Opinion of Work/Life Balance	- What the hell is work/life balance?	Worked too hard so they could buy multiple vacation homes they never have time to use. As a result, imbalance between work and family.	- Focus on clearer balance between work and family.	- Flex time, job sharing, and sabbaticals
Desired Work Environment	- Hierarchal - Top-down management	- Democratic - Equal Opportunity	- Functional - Efficient - Flexible - Informal	- Collaborative - Creative - Positive - Diverse
Think Work	- An obligation - A long-term Career	- An exciting adventure	- A difficult challenge - "just a job"	- Like, really hard
What They Bring to the Workplace	- Experienced - Consistent - Disciplined - Dependable - Detail-oriented - Stable	Challenge the status quo Good at seeing the big picture Good team players Mission oriented Go the extra mile	- Adapt well to change - Direct communicators - Determined - Good task managers - Highly educated - Multitaskers	- Consumer mentality - Great at collaboration - Fast - Optimistic
Major Problems They Have at Work	- Don't adapt well to change - Their hierarchical approach can annoy others - Typically avoid conflict - Everything is either right or wrong	- Expect everyone to be workaholics - Don't like change (anymore) - Can be pretty judgmental - Not good with finances - Self-centered	- Their cynicism can get really, really tedious - Distlike authority so much they sometimes ignore great ideas - Impatient - Lack people skilts - Sometimes reject rules simply for the sake of rejecting	Distaste for menial work (or anything that doesn't look at least a little bit like a video game) Inexperienced Need a lot of supervision Unreasonable expectations Did I say Gen Xers were impatient? Just wait until you see these guys!

			them	
How to Work With Them	- Don't expect work to be fun - Need to know procedures - Want a disciplined working environment - Consider their feelings - They appreciate the personal touch	Need to know that their ideas matter Since their careers define them, acknowledging the value of their work is important Easily annoyed by unproductive routines Need to know why their work matters, how it fits into the big picture, and what impacts it will have and on whom Tend to like team assignments Respond well to attention and recognition. Tend not to take criticism well	- Crave independence and informality in the workplace - Appreciate flextime so they can pursue other interests - Allow them to have fun at work - Give them the latest technology	- Want to work with bright, creative people - Take time to learn about their personal goals - Want to work with friends (ever when those friends are not brigh or creative) - Need to know the rationale for the work you've asked them to do - Give them variety - Pay close attention to helping them navigate work/life issues - Make work personal
Opinion of Authority	Respectful	Impressed	Unimpressed	Indifferent
How to Communicate	- One-on-one - Write a memo - Present yourself in a formal, logical manner - Show respect for their age and experience - Use good grammar - Use formal language	- 'Call me anytime!' - Use a direct style of communicating - Pay attention to your body language - Answer questions thoroughtly and expect them to grill you for more information - Include them in decisions - OK to use first names - Emphasize the company's vision and mission	"Call me only at work." - Email - Use straight talk and present facts - Learn their language and speak it Informal communication style - Don't micromanage (like there's any group of people on the planet who LIKE being micromanaged) - Avoid buzz words and jargon - Connect your message to results	- 'Text me." - 'Or send me a picture." - 'Does a phone have another function than texting and picture sharing?' - Use positive, motivational language - Use action verbs - Be funny
Feedback and Rewards	No news is good news Satisfaction is a job well done Want private recognition without fanfare.	- Like monetary rewards and often display all awards for public view. - Like praise - Title recognition - Give them	- Reward them with time off. - Prefer regular feedback on their work - Need constructive feedback to be more	Provide feedback often They will often ask for feedbac Be clear about goals and expectations Communicate frequently Want recognition Flex-time, work-from-home, are

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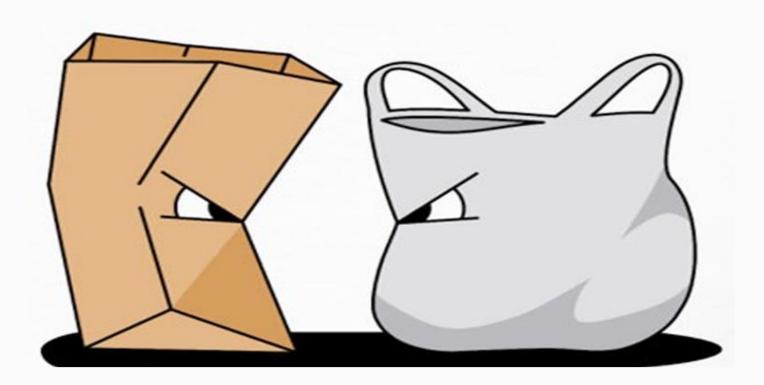
		something to put on the wall.	effective (duh!) - Give them some structure and coaching - Use a hands-off type of supervisory style	other creative arrangements are well-received
Messages that Motivate	- "Your experience is respected"	- "You are valued" - "You are needed"	- "Do it your way" - "Forget the rules"	"This place is fun" "You will work with smart, creative people"
How to Mentor Them	- Investment in long-term commitment - Show support for stability, security and community - Allow the employee to set the 'rules of engagement' - Ask what has worked for them in the past and fit your approach to that - Respect their experience - Avoid saying they'll need to undergo a radical change	- Acknowledge that they have "paid their dues" - Teach them work/life balance - Show them how you can help them - Pre-assess their comfort level with technology before new projects - Emphasize that their decision is a good one - Follow up, check in	- Offer a casual work environment - Lighten up - Be more hands off - Listen and learn - Let them know they work with you, not for you - Appreciate that they have a life - Provide learning and development opportunities - Provide opportunity to try new things Be prepared to answer "why" often - Present yourself as an information provider, not "The Boss"	- Encourage them to explore new avenues - Acknowledge their self-worth - Welcome and nurture them - Challenge them - Offer a custom plan specific to them - Be impressed with their decisions - Use their peers as testimonials
Attitude Toward Training and Development	- Training should contribute to the organization's goals	- Training helps the organization but is also a path to promotion and additional compensation.	- Training enhances their versatility in the marketplace. - Not necessarily loyal to the company who trained them	- Willing and eager to take risks - Everything is a learning opportunity
Attitude Toward Retirement	- Put in 30 years, retire and live off of pension/savings	If I retire, who am I? Haven't saved enough money so probably need to work at least part- time.	Hope to retire early Might want different experiences and may change careers.	Expecting to develop a killer app and retire a multi-millionaire by the time they're 32. Delusional

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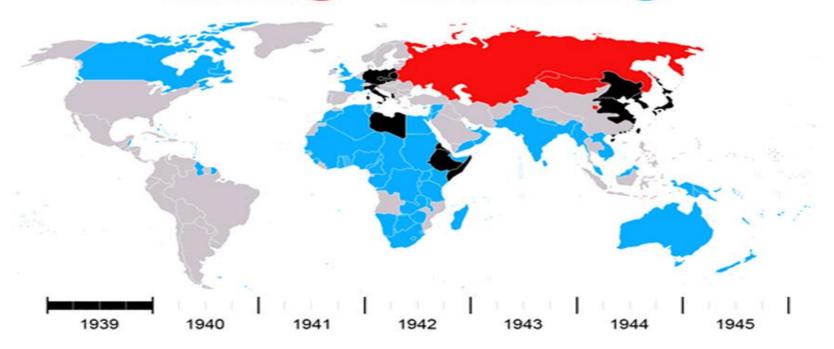
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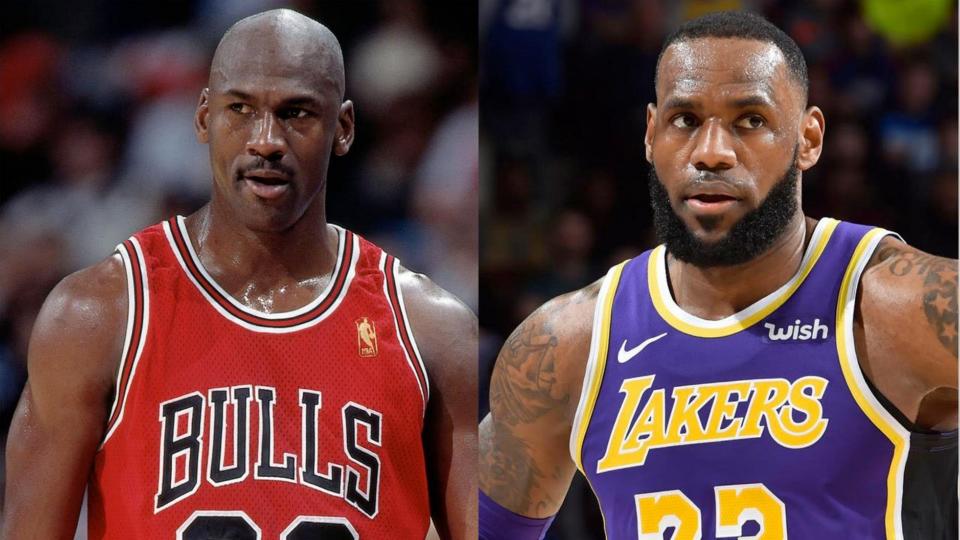






AXIS ALLIES













Question 1:

Have you ever used a computer that required you to put a thing called a 'disk' into a thing called a 'disk drive'?



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A: Yes.



Question 1:

Have you ever used a computer that required you to put a thing called a 'disk' into a thing called a 'disk drive'?

A: Yes.

B: I don't recognize those words.



Question 2: Do you now, or have you ever, owned an 8-track tape?



Question 2: Do you now, or have you ever, owned an 8-track tape? A: Yes.



Question 2:

Do you now, or have you ever, owned an 8-track tape?
A: Yes.

B: What are you talking about?



Question 3:

When you see the words "Four Square", what is the first thing that comes to your mind?



Question 3:

When you see the words "Four Square", what is the first thing that comes to your mind?

A: Outdoor game or maybe some wholesome barn dancing.



Question 3:

When you see the words "Four Square", what is the first thing that comes to your mind?

A: Outdoor game or maybe some wholesome barn dancing.

B: Social media.



Question 4: My typical weekend bedtime is closer to...



Question 4: My typical weekend bedtime is closer to... A: 6pm



Question 4: al weekend bedtime

My typical weekend bedtime is closer to...

A: 6pm

B: 6am



Question 5: Do you have any idea at all what a 'party line' used to be?



Question 5:

Do you have any idea at all what a 'party line' used to be?

A: Of course I do!



Question 5:

Do you have any idea at all what a 'party line' used to be?

A: Of course I do!

B: I can't figure out why some of the people around me are laughing.



Question 6:

In the last six months, have you sent a handwritten letter of any kind in the mail?



Question 6:

In the last six months, have you sent a handwritten letter of any kind in the mail?

A: Yes.



Question 6:

In the last six months, have you sent a handwritten letter of any kind in the mail?

A: Yes.

B: I thought mailboxes were only for getting packages from Amazon.



Do you occasionally walk from one room of your house to another, get where you were going, and then forget why you wanted to be there in the first place?



Do you occasionally walk from one room of your house to another, get where you were going, and then forget why you wanted to be there in the first place?

A: Yes.



Do you occasionally walk from one room of your house to another, get where you were going, and then forget why you wanted to be there in the first place?

A: Yes.

B: No.



Question 8:

Do you remember when John F. Kennedy, Martin Luther King Jr., OR Ronald Reagan got shot?



Question 8:

Do you remember when John F. Kennedy, Martin Luther King Jr., OR **Ronald Reagan got shot?**

A: Yes.



Question 8:

Do you remember when John F. Kennedy, Martin Luther King Jr., OR Ronald Reagan got shot?

A: Yes.

B: Who are those people?



Question 9: Has a horse ever been your primary mode of transportation?



Question 9:

Has a horse ever been your primary mode of transportation?

A: Yes.



Question 9:

Has a horse ever been your primary mode of transportation?

A: Yes.

B: No.



Question 10:

Madonna covered "American Pie," Sheryl Crow covered "Sweet Child of Mine," and Darius Rucker covered "Wagon Wheel." How does that make you feel?



Question 10:

Madonna covered "American Pie," Sheryl Crow covered "Sweet Child of Mine," and Darius Rucker covered "Wagon Wheel."

How does that make you feel?

A: They're butchering the classics and should be shot.



Question 10:

Madonna covered "American Pie," Sheryl Crow covered "Sweet Child of Mine," and Darius Rucker covered "Wagon Wheel." How does that make you feel?

A: They're butchering the classics and should be shot.

B: They're breathing new life into crappy oldies.



Question 11:

If you had to wait in a line for something, which of the following would be a more important line for you to wait in?



Question 11:

If you had to wait in a line for something, which of the following would be a more important line for you to wait in?

A: Food and water



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If you had to wait in a line for something, which of the following would be a more important line for you to wait in?

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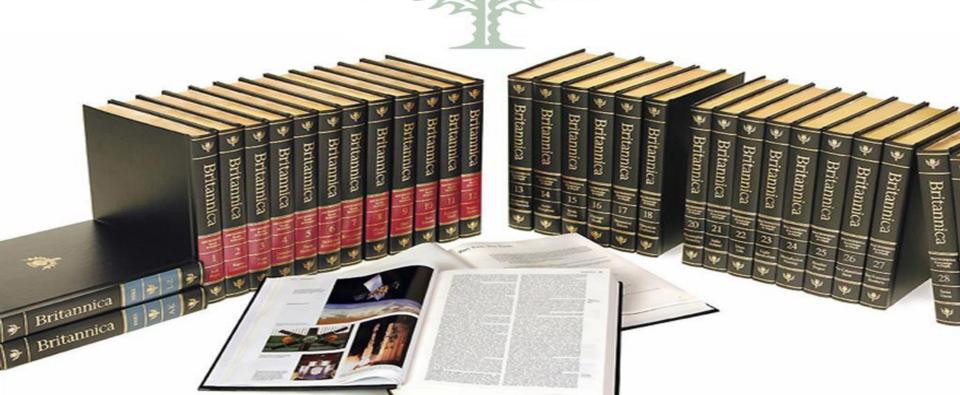
B: The next iPhone







Britannica







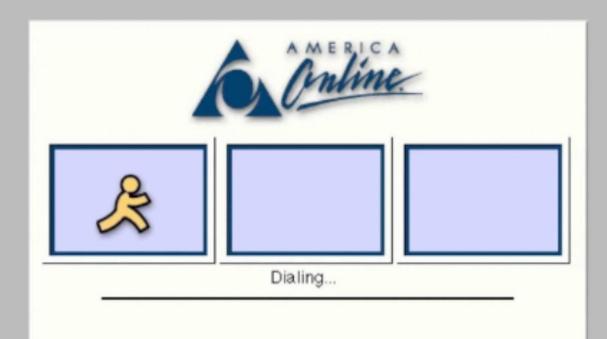










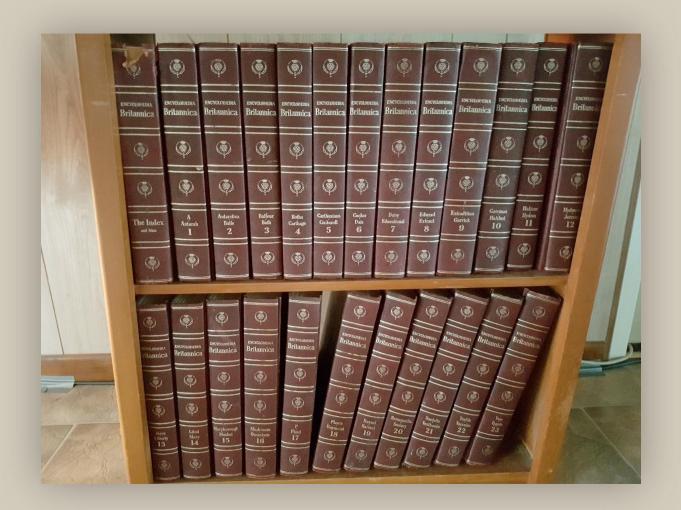


















How many other human beings can a person care about at any given time?



How many other human beings can a person care about at any given time?

150













facebook®

How many other human beings can a person care about at any given time?

150





THE LOCAL COMMUNITY

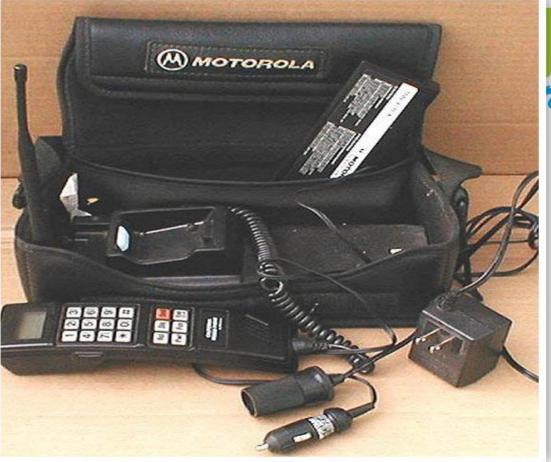










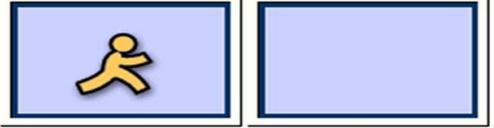






THE LOCAL COMMUNITY the world of westerday







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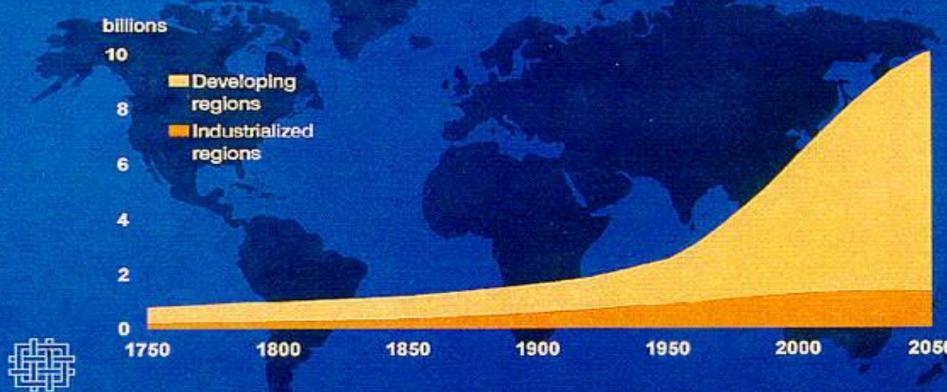


Keep Local

THE WORLD today



World Population Growth



World Resources Institute

Sources: United Nations Population Division and Population Reference Bureau, 1993.

















































EN ANGLICANS AND ROMAN CATHOLICS

HeadlineNews

KEEPING YO

Reportercaps.com





















WHY PEOPLE ARE THE WAY THEY ARE

The world today is much bigger than it used to be, and young people are looking for a way to connect.





✓ Recognize we are a product of our upbringing, in both positive and negative ways

How intentional are you about your community and helping others build theirs?















NONE OF THE OLDER PEOPLE YOU WORK WITH GOT WHERE THEY ARE OVERNIGHT.



WHAT YOUNG CAN DO TO MEET OLD PEOPLE HALFWAY



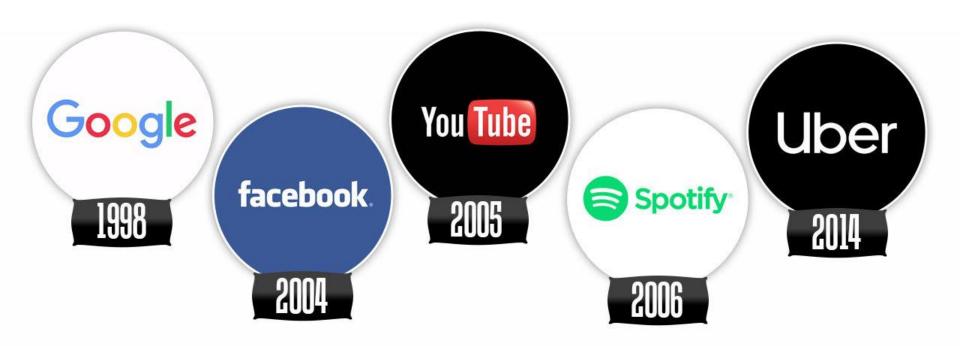


✓ Appreciate the fact that advancement is a process.



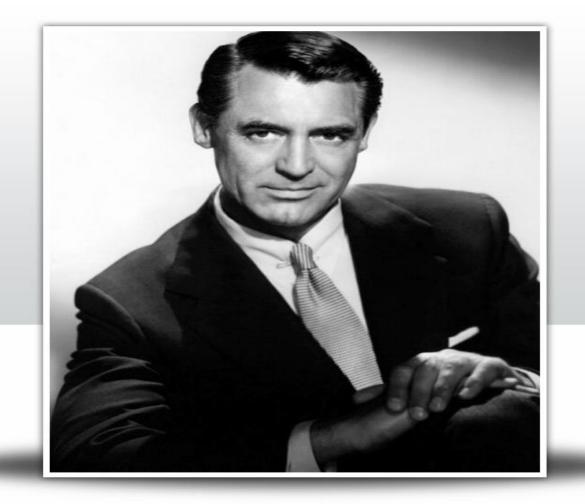


- ✓ Appreciate the fact that advancement is a process.
- ✓ Let them know you respect their experience, and consult them to learn their strategies for success.





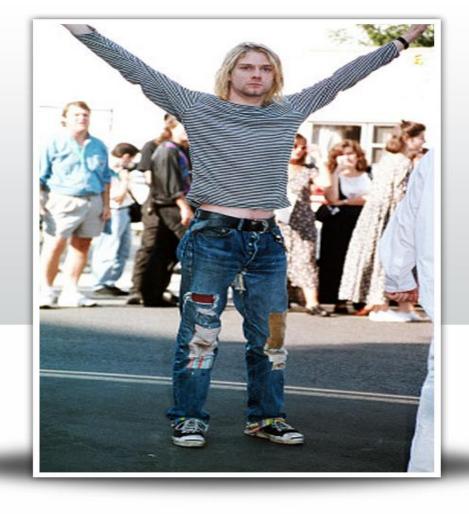
- ✓ Remember that loyalty is earned and should not be assumed.
- ✓ Appreciate that the world seems to be changing faster for you than it does for younger people.



















LaserDisc





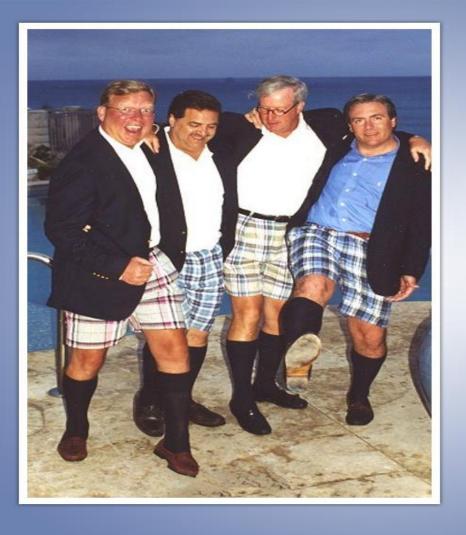


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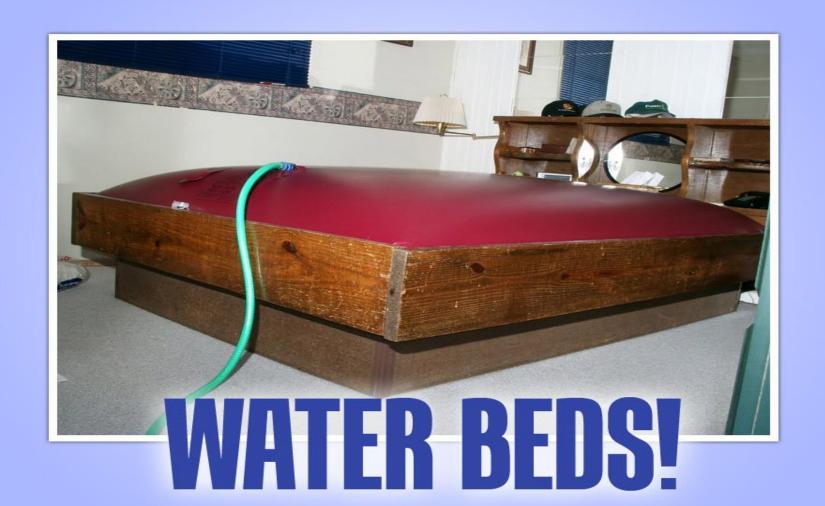




BERMUDA SHORTS

Gickle Me!







INTERNET FRIDGES



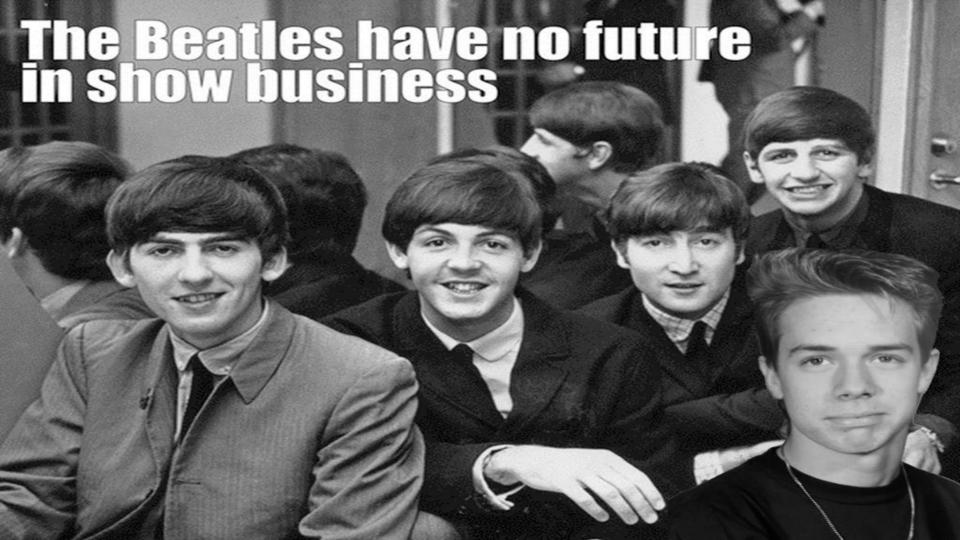


- ✓ Appreciate the fact that advancement is a process.
- ✓ Let them know you respect their experience, and consult them to learn their strategies for success.
- ✓ Realize that not all new ideas are good ideas.











WHAT OLD PEOPLE HALFWAY CAN DO TO MEET YOUNG PEOPLE HALFWAY

- ✓ Remember that loyalty is earned and should not be assumed.
- ✓ Appreciate that the world seems to be changing faster for you than it does for younger people.
- ✓ Realize that not all new ideas are bad ideas.





Advancement is a process, not a right.

Existing business practices exist for good reasons.

Some new ideas are bad ideas.

Some things move slower than you wish they did.



Advancement is a process that never stops.

Don't interpret questions or new ideas as an implicit attack on your ideas or authority.

Some new ideas are good ideas.

Some things move faster than you wish they did.



FOR A FREE PDF WITH TODAY'S MAIN POINTS AND ADDITIONAL STRATEGIES,

TEXT
MATT
TO
66866

No matter what generation you are a part of, you do not know everything there is to know.





