

Generational Diversity Soup



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Ingredients: Baby Boomers, Gen Xer, Millennials & Gen Zer



Who Are They?

- **Traditionalist**
 - 1922-1945
- **Baby Boomer**
 - 1946-1964
- **Gen Xer**
 - 1965-1980
- **Gen Yer (Millennials)**
 - 1981-2000
- **Gen Zer**
 - After Gen Y

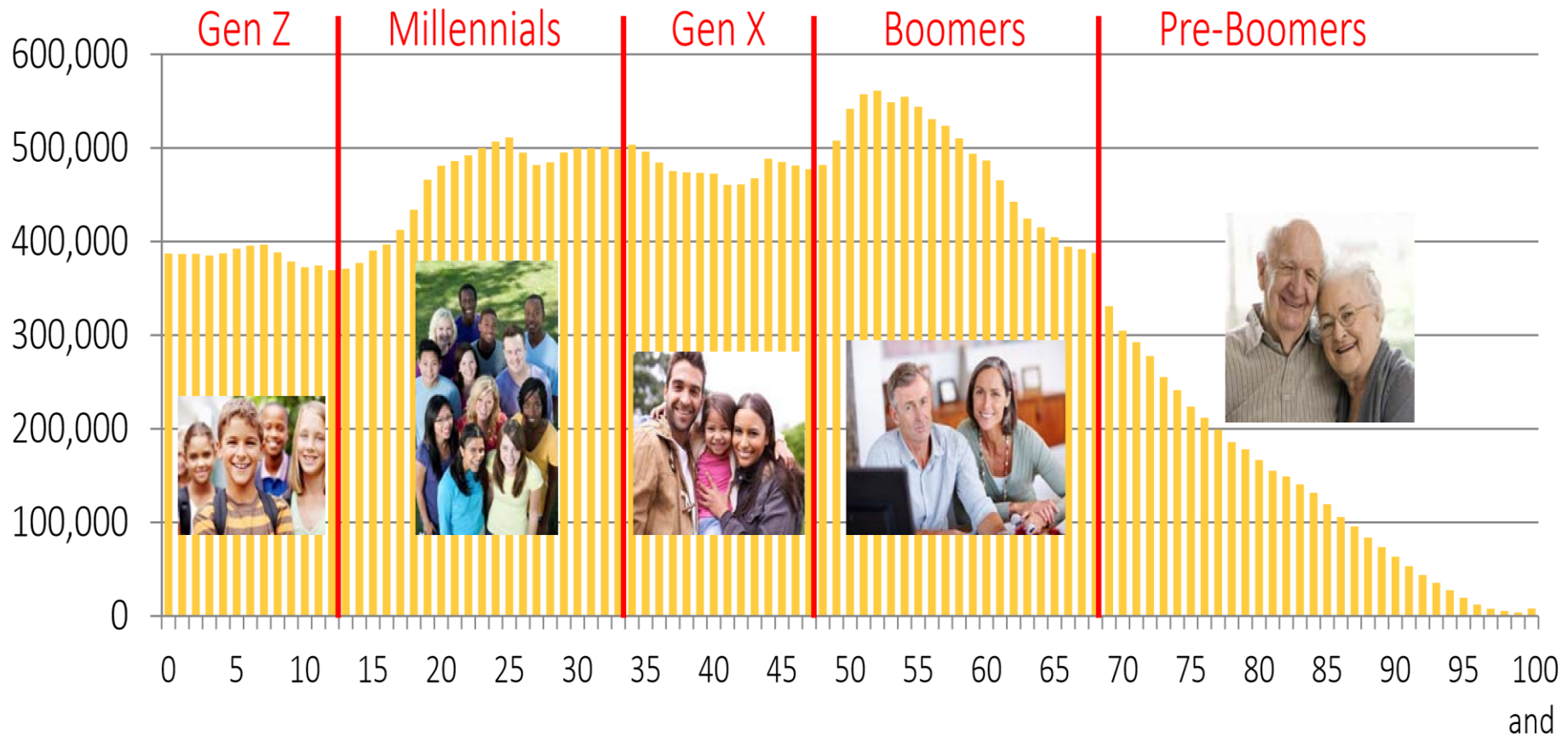
HOW DO WE WORK TOGETHER?



“In My Day, Things Were Different!” - Generation Clash!

Five generations

Population by Age, Canada, 2015



Statistics Canada Demographic Estimates

Generational size matters

	Millennials	Generation X	Boomers	Pre-Boomers
Born	1981-2000	1966-1980	1946-1965	Before 1946
Age in 2015	15-34	35-49	50-69	70 and older
Population in 2015	9.5M	7.2M	9.5M	3.9M
% of Population	27%	20%	27%	11%
% of Labour Force	37%	31%	30%	1%
Households in 2015	2.8M	4.1M	5.6M	2.1M
% of Households	19%	28%	38%	15%

What Has Shaped Us?

- **Adversity:** Conditions marked by misfortune, calamity, or distress.
- **Politics:** Political principles or opinions.
- **Economy:** The management of the resources of a community, country, etc.
- **Diversity**
- **Technology**
- **Others:** music, entertainment, parenting influence...
- **Beliefs about work**

Table Group Exercise

- ▶ With your group, identify the events that influenced your generation.



Baby Boomers

The experiences that shaped boomers perceptions are:

- End of WWII and the Vietnam War
- Cold War
- Television
- Feminism and civil rights,
- Clothing that allows them to expresses individuality

Generation X

Influences shaping Generation X's perception:

- **Cold War**
- **The Watergate Scandal**
- **Microwave technology**
- **Divorce and single-parent families**

Generation Y Millennials

The events that shaped their perceptions were:

- The Gulf War
- The fall of the Berlin Wall
- Business scandals
- The rise of multiculturalism and globalization
- Terrorism
- Rapidly expanding technology, the Internet
- Emphasis on multitasking
- A refocusing on family (i.e. close parent-child relations)

Differences in the Workplace

	Traditionalists	Baby Boomers	Generation X	Millennials
Outlook	Practical	Optimistic	Skeptical, Individualistic	Hopeful and Optimistic
Work Ethic	Loyal, Sacrifice	Driven	Balanced	Eager but anxious
Value in Workplace	Similarity (melting pot)	Profitability, reputation	Stimulation, autonomy	Diversity, structure, relationships
Views on Authority	Chain of Command	Change of Command	Self-Command	Don't Command – Collaborate
Views on Leadership	By Hierarchy	By Consensus	By Competence	By Pulling Together
Feedback	No news is good news	Once a year with documentation	Periodic with 360 degrees	Impersonal at touch of button
Time at Work is Defined As	Punch clock	Visibility	Why does it matter if I get it done at 2 a.m.?	Is it 5 p.m.? I have a life.
Communication	Formal (Memo) or Face-to-face	Telephone	Email	IM/Texting, Social Networking
Preferred Learning Method	Expert	Expert	From each other	Group, interactive, technology
Motivated By	Respect for Experience	Achievement	Do it Your Way	Collaboration

Different Generations, Different Preferences

- ▶ What are the unique gifts that each generation contribute to a healthy work environment?
- ▶ How do we close the gap and appreciate the diversity?



Working with Baby Boomers

- **Show respect**
- **Choose face to face conversations**
- **Give them your full attention**
- **Play the game**
- **Learn the corporate history**

Working with Generation Xers

- **Get to the point**
- **Use e-mail**
- **Give them space**
- **Get over the notion of paying dues**
- **Lighten up**

Working with Millennials

- Challenge them
- Ask them their opinion
- Find them a mentor
- Provide timely feedback

Different Generations, Different Preferences

▶ Preferred method of communication

▶ Gen Y

- ▶ Texting, cell phone, social networks, little detail, quick response time.

▶ Gen X

- ▶ Telecommuting, Email, cell phone, wait for response.

▶ Baby Boomer

- Email, face-to-face, cell phone



Different Generations, Different Preferences

▶ Feedback

▶ Gen Y

- ▶ Push of a button; software to track performance.

▶ Gen X

- ▶ Within a few days. Feel they don't get enough.

▶ Baby Boomer

- ▶ Once a year with lots of documentation.

▶ Traditionalists

- ▶ No news, is good news.



Different Generations, Different Preferences

- **Work Beliefs**

- **Gen Y**

- I work to live, not live to work. A job is a contract, not a calling.

- **Gen X**

- Life is too short to spend time in the trenches.

- **Baby Boomer**

- A job is what you are. If your hands aren't moving, you can't possibly be working.

- **Traditionalists**

- Good things come to those who wait. We are paid to get the job done at all costs.



Rewarding the Generations

- **Traditionalist - Loyalty begets loyalty, I work therefore I keep my job.**
- **Baby Boomer - Money, title, corner office, nicest truck.**
- **Generation X - Freedom by flex time or technology.**
- **Generation Y - Work that has meaning, respect for 'my time'.**

Generational Perspective on Job Change

- Traditionalist - job change carries stigma.
- Baby Boomer - job change puts you behind in the game.
- Generation X - job change is necessary.
- Generation Y - job change is part of daily routine.

Tips to Manage, Motivate, and Retain a Multi-Generational Workforce

- What makes them tick
- Don't judge a book by its cover
- There is no I in team
- Its not what you say, but how you say it
- Age doesn't have a number

The Problem with Millennials

- <https://www.youtube.com/watch?v=hER0Qp6QJNU>

THANK YOU

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