

Managing Generational Differences

Great Plains Government Finance Officers Association

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About the Speaker



Daniel White

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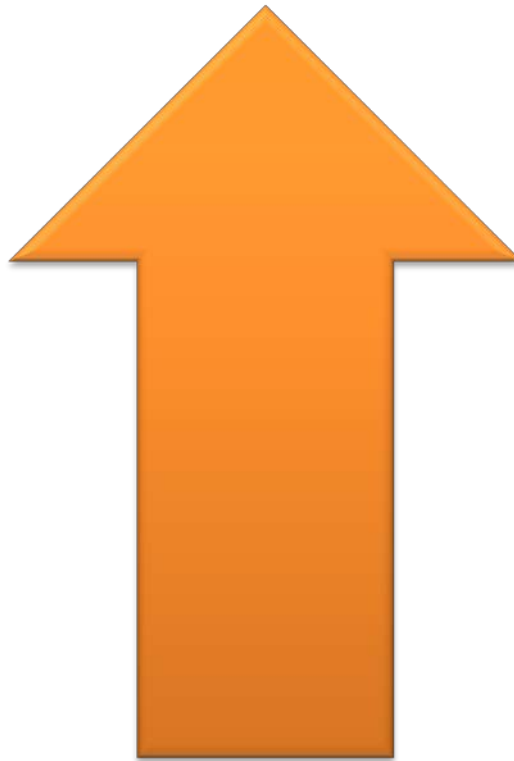
Expertise in strategic planning, leadership development, and employee engagement

Experience teaching masters-level courses in organizational development



Generations in the Workplace

Employment Trends



Younger

Gen Y is
the
largest
generation
in the
workforce



Generations

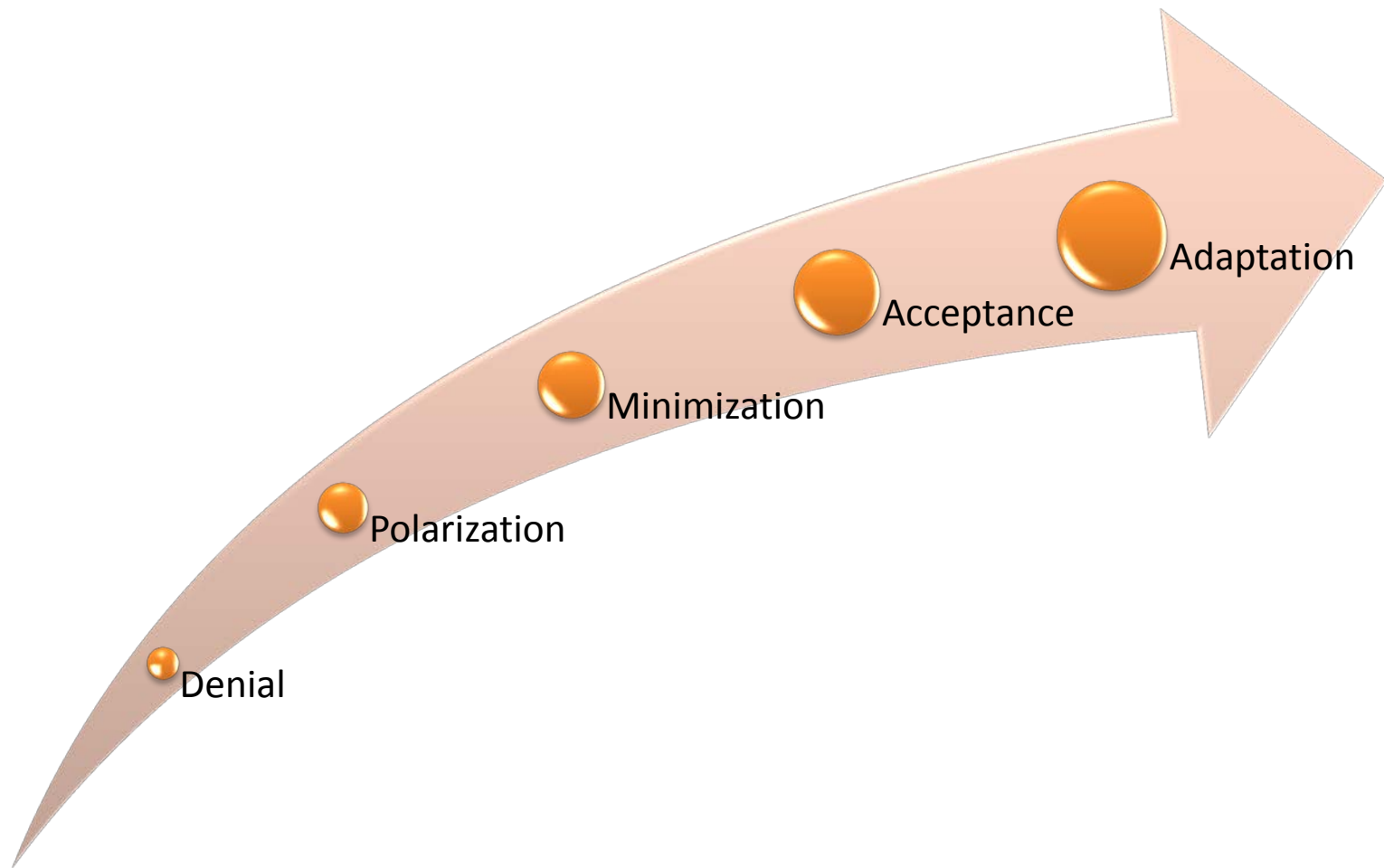
By 2025:
75% of
workers will
be Gen Y

THINGS I HATE:

CHANGE

memegenerator.net

Stages of Diversity Competence



Which stage of competence are you at?

Denial
Polarization
Minimization
Acceptance
Adaptation

How do we move toward adaptation?



The Process

Understand the other person

Discover common ground

Make a connection

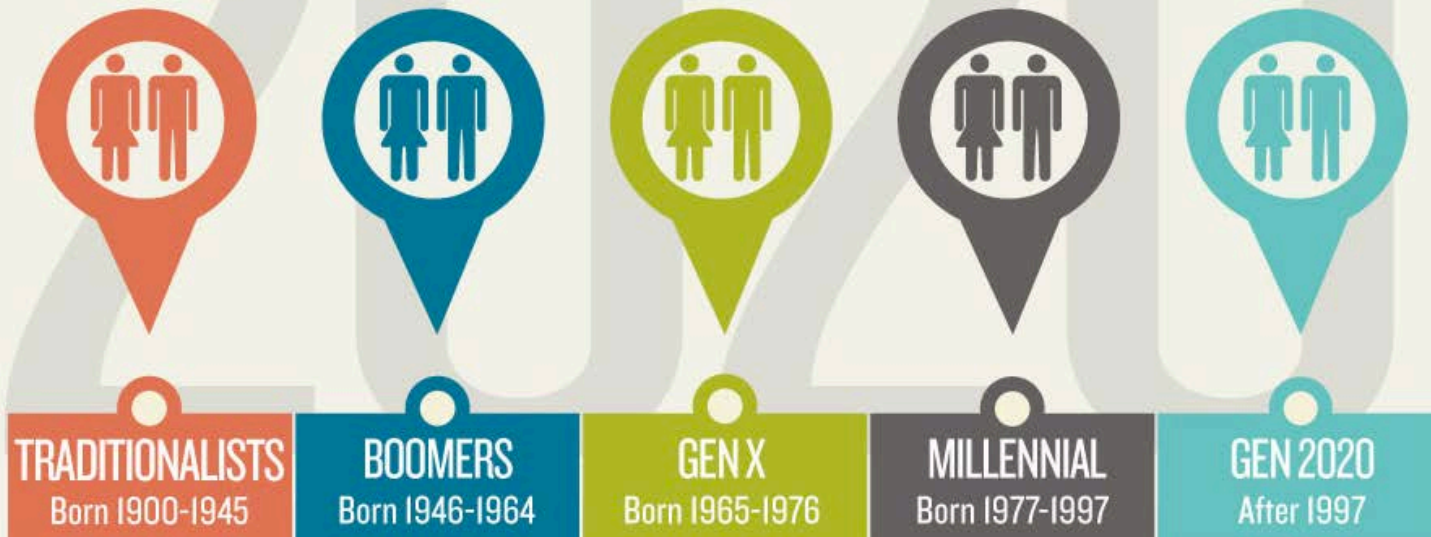
Adapt your style

GENERATIONS

Multiple Generations

MULTIPLE GENERATIONS @ WORK

Five Generations Working Side by Side in 2020



Traditionalists / Maturists

Talking a different language

Formative experiences

Maturists
(pre-1945)

Wartime rationing
Rock'n'roll
Nuclear families
Defined gender roles - particularly for women



Attitude toward career

Jobs for life



Signature product

Automobile



Communication media

Formal letter



Preference when making financial decisions

Face-to-face meetings

Baby Boomers

Talking a different language

Formative experiences

Maturists (pre-1945)

Wartime rationing
Rock'n'roll
Nuclear families
Defined gender roles - particularly for women



Baby boomers (1945-1960)

Cold War
'Swinging Sixties'
Moon landings
Youth culture
Woodstock
Family-orientated



Attitude toward career

Jobs for life



Organisational - careers are defined by employees

Signature product

Automobile



Television



Communication media

Formal letter



Telephone



Preference when making financial decisions

Face-to-face meetings

Face-to-face ideally but increasingly will go online

Gen X





Talking a different language

| Formative experiences | Maturists (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women | Baby boomers (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated | Generation X (1961-1980) Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises |
|-----------------------|---|--|--|
| |  |  |  |

| Attitude toward career | Jobs for life  | Organisational - careers are defined by employees | "Portfolio" careers - loyal to profession, not to employer |
|--|--|--|--|
| Signature product | Automobile  | Television  | Personal computer  |
| Communication media | Formal letter  | Telephone  | E-mail and text message  |
| 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 |

Gen Y / Millennials















Talking a different language

| Formative experiences | Maturists (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women  | Baby boomers (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated  | Generation X (1961-1980) Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises  | Generation Y (1981-1995) 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth  |
|-----------------------|--|---|---|--|
|-----------------------|--|---|---|--|

| Attitude toward career | Jobs for life  | Organisational - careers are defined by employees | "Portfolio" careers - loyal to profession, not to employer | Digital entrepreneurs - work "with" organisations |
|--|--|--|--|---|
| Signature product | Automobile  | Television  | Personal computer  | Tablet/smartphone  |
| Communication media | Formal letter  | Telephone  | E-mail and text message  | Text or 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 |

Gen Z

Talking a different language

| Formative experiences | Maturists (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women  | Baby boomers (1945-1960) Cold War 'Swinging Sixties' Moon landings Youth culture Woodstock Family-orientated  | Generation X (1961-1980) Fall of Berlin Wall Reagan/Gorbachev/ Thatcherism Live Aid Early mobile technology Divorce rate rises  | Generation Y (1981-1995) 9/11 terrorists attacks Social media Invasion of Iraq Reality TV Google Earth  | Generation Z (Born after 1995) Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks  |
|--|--|---|---|--|---|
| Attitude toward career | Jobs for life  | Organisational - careers are defined by employees | "Portfolio" careers - loyal to profession, not to employer | Digital entrepreneurs - work "with" organisations | Multitaskers - will move seamlessly between organisations and "pop-up" businesses |
| Signature product | Automobile  | Television  | Personal computer  | Tablet/smartphone  | Google glass, 3-D printing |
| Communication media | Formal letter  | Telephone  | E-mail and text message  | Text or social media  | Hand-held communication devices |
| 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 |

MILLENNIALS

Obama's New Boss / Life after McCain vs. Brzezinski / Fall Summer's best movies & more

TIME

THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists
who still live with their parents

Why they'll save us all

BY JOEL STERN



Common Negative Stereotypes

- Lazy
- Spoiled / Entitled
- Not committed / Job hoppers
- Disrespectful



Positive Aspects

- Confident
- Ambitious
- Tech-savvy
- Innovative

U.S. Millennials



U.S. Non-Millennials



Source: BCG analysis.

Note: Size of word indicates frequency of response.



What Millennials Want

- Development
- Meaning
- Autonomy
- Efficiency
- Transparency



What Millennials Want

authenticity.



Be Authentic

- Know who you are
- Follow through
- Be real



The good news is...



NEXT STEPS



Review – The Process

Understand the other person

Discover common ground

Make a connection

Adapt your style



Understand the other person

- Research their background & history
- Understand their intent
- What are some possible reasons they might behave that way?
- If in doubt, ask



Discover common ground

- What common background do you have?
- What common interests or hobbies do you share?
- What common desires do you have?



Make a connection

- Ask them questions
- Show interest in things they care about
- Small talk
- Go to lunch and don't talk work
- Work on a work project together
- Go to an event outside work together



Adapt your style


- Know what they would prefer to do
- Express your desire to adapt
- Meet them halfway

THE BIG IDEA




The Big Idea

The issue isn't about working
with different generations –
**it's about understanding
and valuing people.**



How do you need to adapt to meet
the needs of those around you?



What strengths of your organization
can you leverage to tap into
Millennials' desires?



How do you need to become more authentic?



Questions

Webinars Now On-Demand

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Upcoming Live Webinars

Thieves Within Part 2: Powerful Fraud Prevention Tools for Small Business

By [Jandrea Blumanhourst](#) and [Cindy McSwain](#) under [Finance](#)

Thursday, April 28, 2016 at 11:00 a.m. C.T.

1.0 hour of Accounting CPE credit available.



Thank you!

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