

Leading Multigenerations

- Nancy Riesz, MBA, CLC
- President, Success Catalyst
- Board Director,
Rotary Club of Cincinnati

*I am inviting **you** to change the world one mind
at a time, starting with your own.*



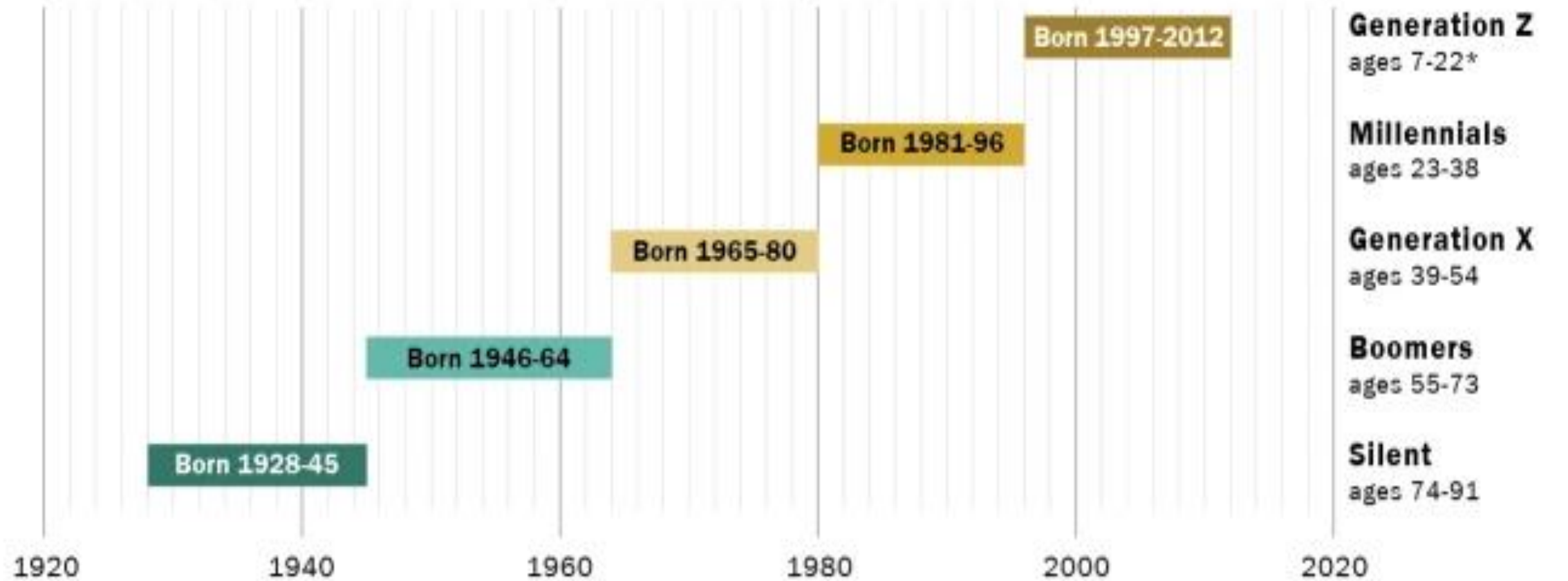
Today's Topics.....

- ▶ **What is the biggest trend shaping our world right now?**
- ▶ **The 3 major multi-generational workforce challenges**
- ▶ **Strategies for resolving these challenges**

Ah- hah!



The generations defined



*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

PEW RESEARCH CENTER

Statistics....

In today's diverse global economy, it's common to find five generations working in same organization. In 2016 Millennials surpassed all other generations as the largest portion of the workforce.

As of 2020:

- ▶ *Gen Z were 6% of the workforce*
- ▶ *35% of the workforce were born between 1981 and 1996*
- ▶ *Compared to Generation X, which accounts for 34%,*
- ▶ *Baby Boomers at 24%, and,*
- ▶ *Silent Generation at 1%*

What Do We Mean by Generational Gap/Differences?

- ▶ *The generation gap is the difference in **opinion**, **behavior** and **outlook** between groups of people who were born at distinctly different times. Each generation grows up in a different context and, as a result, may have different work expectations.*



Traditionalists

- THE GREAT DEPRESSION
- THE NEW DEAL
- SOCIAL SECURITY
- PEARL HARBOR
- THE LABOR MOVEMENT
- WORLD WAR II



Baby Boomers

- VIETNAM AND KENT STATE
- WOODSTOCK
- CUBAN MISSILE CRISIS
- ASSASSINATIONS
- AIR-RAID DRILLS - “DUCK AND COVER”
- NIXON - WATERGATE
- IRAN HOSTAGES
- HIGH PRICE OF GAS AND LONG LINES



Generation X

- STOCK MARKET CRASH OF THE 80s
- REAGAN ERA RECESSION
- FALL OF THE BERLIN WALL
- AIDS
- MTV
- HIGH DIVORCE RATES
- LATCH-KEY KIDS
- CHALLENGER EXPLOSION



Millennials

- THE INTERNET
- 9/11
- COLUMBINE, VIRGINIA TECH
- MAD COW, AVIAN BIRD FLU
- MOBILE DEVICES



Gen Z

- **GOOGLE**
- **SOCIAL MEDIA**
- **BLOGS**
- **24 HOUR NEWS CYCLES**
- **ACTIVISM**
- **ME TOO**



Truth or Myth?

*Generational differences are more likely to reflect the **stage of development** of employees, as opposed to their generation. The differences better reflect changes in perceptions and expectations due to their **age** and **career stage**, rather than generational thinking or values.*

** Hay Group analyzed data from 5 Million employees across the world*



Age and stage don't explain everything, either. Neither generation nor age can explain how different these people are from one another. The majority of differences among members + staff are driven not by generation, or by age, but by their unique personalities.



What else???

- ▶ Culture
- ▶ Religion
- ▶ Geographical
- ▶ Personal stage of life



Truth or Myth?

The individual differences within a generation are much greater than the differences across the generations



**Wow! A New
Way to See
Things**





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*How did you feel
when you were
told to sit at a
table for **YOUR**
generation?*

Common Challenges of Working with Multi- Generational Workforces

Negative Stereotyping

Communication Problems

Differences in Work Styles



So...What are we to do?



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What generalizations and caricatures of your generation do you like? Dislike?

Select your favorite of each to share.

#1: Negative Stereotyping

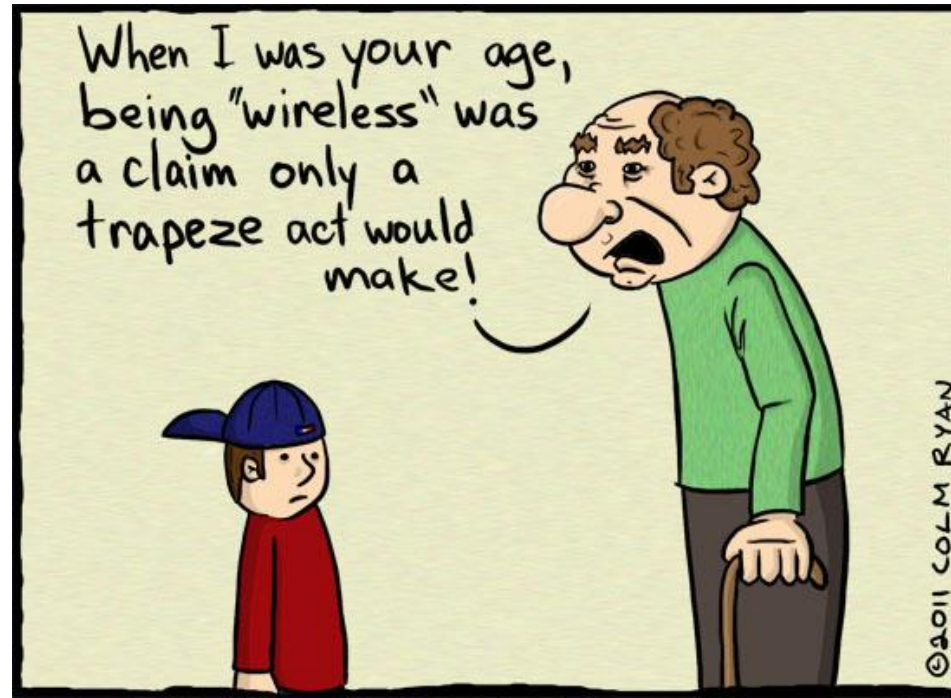
Stereotypes abound in the workplace

- **Silent Generation members are conservative and autocratic**
- **Baby Boomers don't know how to use modern technology.**
- **Gen X workers just want to get ahead.**
- **Millennials are entitled.**
- **Gen Z workers don't have any interpersonal skills.**



Keep In Mind:

- ▶ The most important lesson is to see past the stereotypes.
- ▶ Encourage collaboration between team members of different generations on projects/committees



Multi-generational workforce challenge #2: Communication problems


Communication: How Hard Is It?



Communication: How Hard Is It?



Millennial

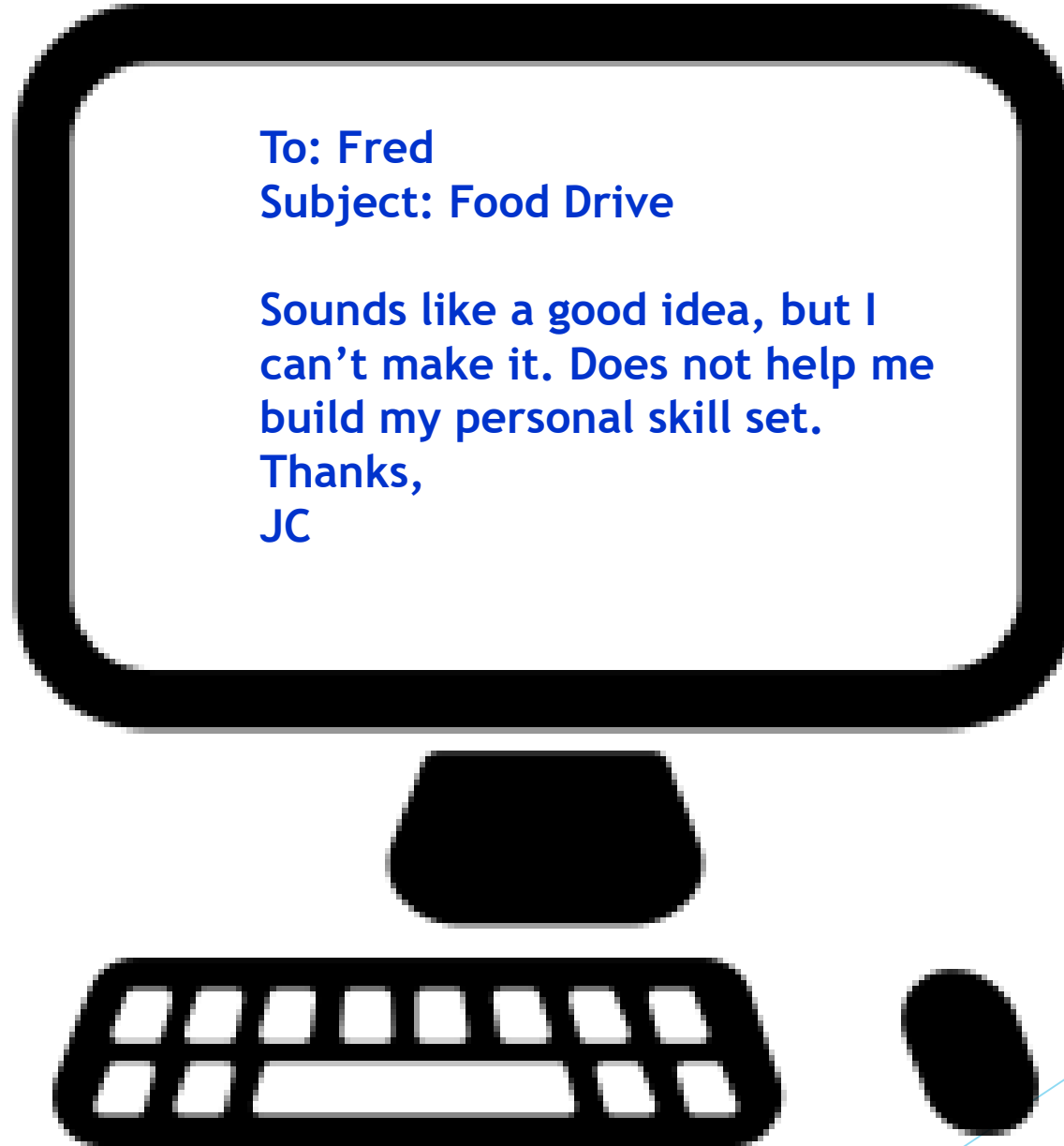


omg fred I wld ttly do
this!! It's scly rspnsbl
and will b sooo much
fun! tweet me the
deets - jc

Generation X

To: Fred
Subject: Food Drive

Sounds like a good idea, but I
can't make it. Does not help me
build my personal skill set.
Thanks,
JC



Baby Boomer



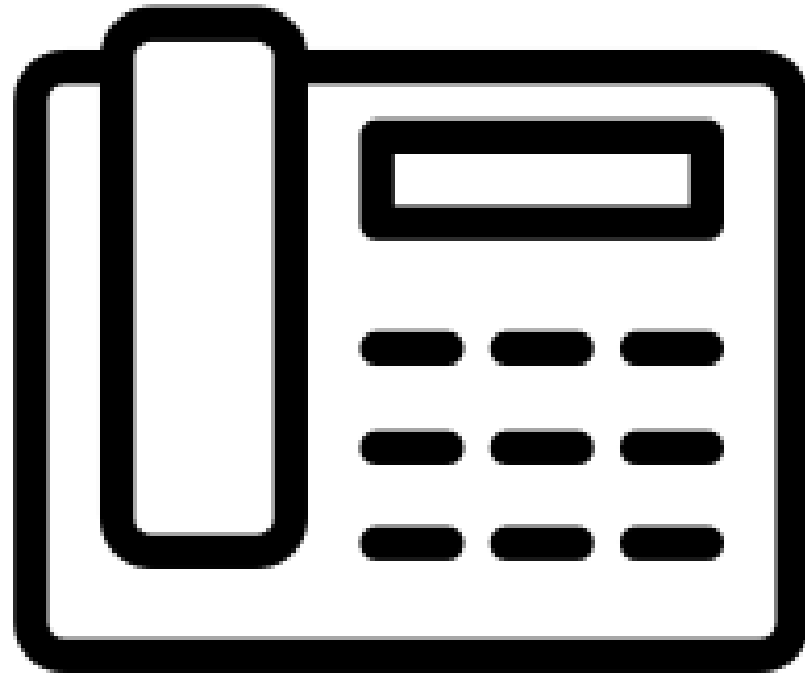
Dear Mr Fred,

It will be a great pleasure to work on this philanthropic opportunity after retiring as COO when I envision volunteering for an organization.

Sincerely

Jim

Young Boomer



“Hello, I would love working for the Food Bank committee”

Memo

To: Food Drive Committee

From: The Boss

Dear Sirs:

Though I rather we did something for the V.F.W.,
I agree to show up on Saturday at 6:00 a.m. sharp.
I'll have my secretary Agnes call you with other details.
Fred

CC: Jim

Others

Traditionalist

Best Ways to Communicate with Different Generations?

01

Gain

- Gain awareness of how each person approaches communication

02

Defer

- Defer to the person you're communicating with.

03

Present

- Present the same information in multiple ways.

04

Set

- Set an agree on way(s) your group will communicate

05

Create

- Create a team communication agreement.

Multi-generational workforce challenge #3: Different work styles



Long work hours???

Flexible hours???

Remote work???

Work individually on a
project???

Group based work???

Daily Feedback???

Bridging Different Work Styles

- ▶ *Individuals and groups are more likely to be motivated to perform well when they have a certain degree of autonomy about how they work.*
- ▶ *When team members with different work styles need to collaborate on a project, facilitate a meeting to establish a work style that's acceptable for all involved.*





Strategies for Working Together....Better

Make Teamwork a Part of Your Company's Culture

Take Advantage of Electronic Literacy

Embrace Diversity and Flexibility



What strategies are you and your club using to move beyond generational stereotypes, communication issues and workstyle preferences?

Sharing....



Bottom Line:
**The Key to Preventing Generational
Tension Is Remembering That
Everyone Wants to Feel Valued and
Respected**



Action Ideas



***It's not how many ideas you have.
What is important is how many of them
you put into action.***

Commitment Partners



A photograph of two hands shaking in a firm grip. A white square frame is superimposed over the center of the handshake. The background is a light gray gradient.

Commitment Partners

- ▶ *Commit to keep in touch*
- ▶ *Share preferred method for communicating*
- ▶ *Share contact information*
- ▶ *Agree on who will initiate first contact*
- ▶ *Agree on frequency*



Nancy Riesz, MBA, CLC
President, Success Catalyst
513.325.8288
Nancy@SuccessCatalyst.com

