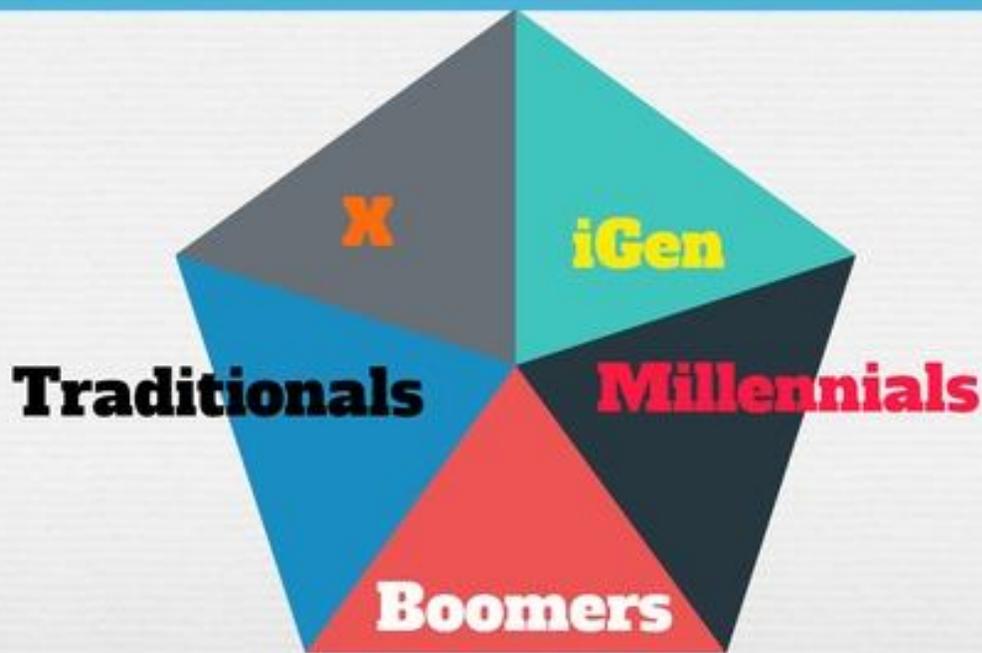




WHAT MOTIVATES EMPLOYEES BY GENERATION





HR MADE EASY

Pronounced "Fa-Seal"

Albert Foster,
MSHR

In this



training session,

YOU'LL LEARN:

YOU'LL LEARN:

1

All 5
Generations



YOU'LL LEARN:

2



What Makes
Them Tick



YOU'LL LEARN:

3



And How To
Manage
Them





My Job

As a HR Consultant
is to answer any
question



A hand-drawn speech bubble with a thick black border and four small circles at its corners. The text inside is centered and reads "This topic comes up A LOT".

This topic
comes up
A LOT

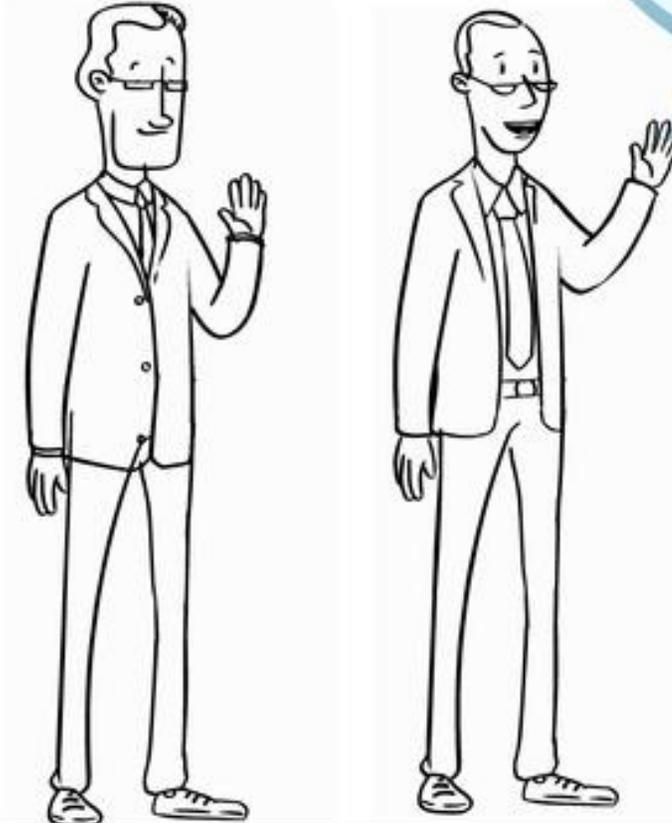


**HOW DO I
TALK TO A
MILLENNIAL?**



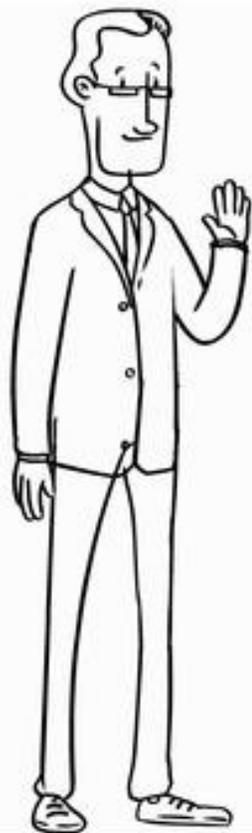
Traditionalists
Age 70+



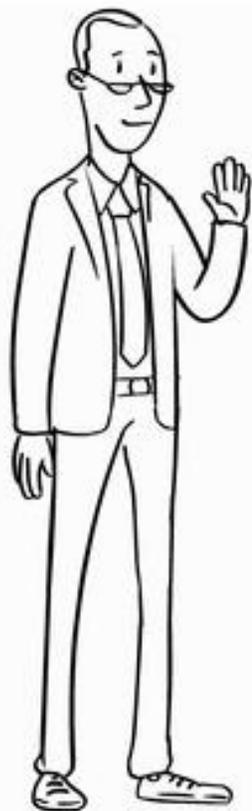
Two cartoon men in suits and glasses are standing on a light gray background. The man on the right is pointing his right hand towards a light blue speech bubble. The man on the left is standing with his hands at his sides.

Boomers
1946-1964

Gen X
1964-1979



Millennials
1980-1997





iGen
Born after
1997



iGen
Born after
1997

Since

Traditionalists

1922

Known as the "silent generation"

People - Bob Dole, Liz Taylor

Raised by parents that
survived the Great Depression



Great Depression

World War II

New Deal

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Traditionalists

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Great Depression

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Since *Traditionalists* 1946



Adhere to Rules

Savers

Duty Before Pleasure

Respect For Authority

**Loyal - Most Likely Stayed
At The Same Job**

Patriotism



Since *Traditionalists* 1946



Adhere to Rules

Savers

Duty Before Pleasure

Respect For Authority

**Loyal - Most Likely Stayed
At The Same Job**

Patriotism



Since *Traditionalists* 1946

Do More With Less

Linear Work Style

Task Oriented

Ethical

Rules Of Conduct

Strong Work Ethic



Attributes

Since *Traditionalists* 1946

Do More With Less

Linear Work Style

Task Oriented

Ethical

Rules Of Conduct

Strong Work Ethic



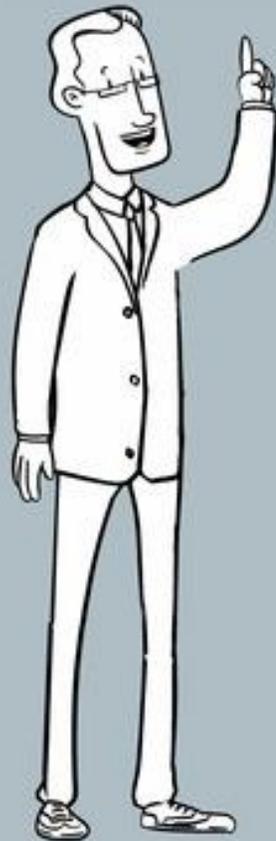
Attributes

Since *Traditionalists* 1946

Respect For Their Experience

Value Placed On History/
Traditions

Job Security And Stability



Company With A Good
Reputation And Ethics

Clearly Defined
Rules And Policies

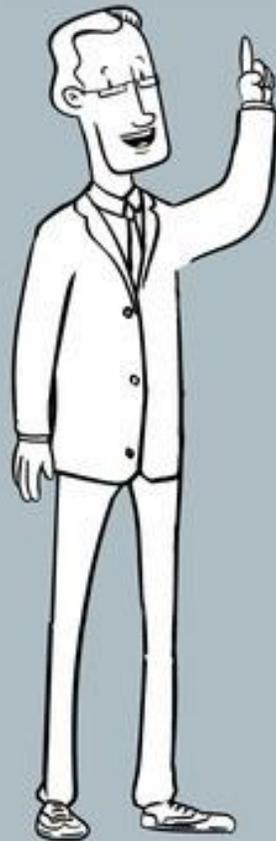


Since *Traditionalists* 1946

Respect For Their Experience

Value Placed On History/
Traditions

Job Security And Stability



Company With A Good
Reputation And Ethics

Clearly Defined
Rules And Policies



Since *Traditionalists* 1946

- 1 Consistent
- 2 Disciplined
- 3 Dependable
- 4 Detail Oriented
- 5 Loyal

Assets



- 1 Change Is Hard
- 2 Don't Deal Well With Ambiguity
- 3 Avoid Conflicts
- 4 It's Right Or Wrong
- 5 Typically Take A Top Down Approach

Liabilities

Since *Traditionalists* 1946

- 1 Consistent
- 2 Disciplined
- 3 Dependable
- 4 Detail Oriented
- 5 Loyal

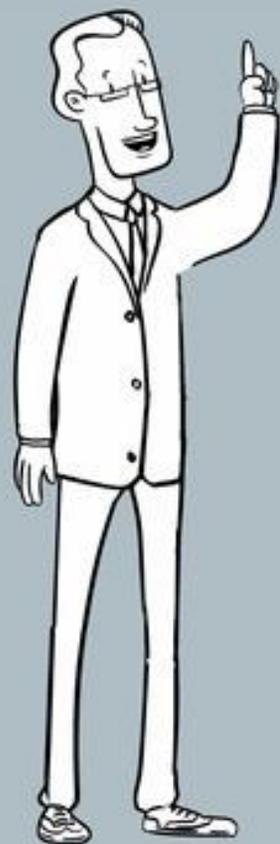
Assets



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Liabilities

Since *Traditionalists* 1946

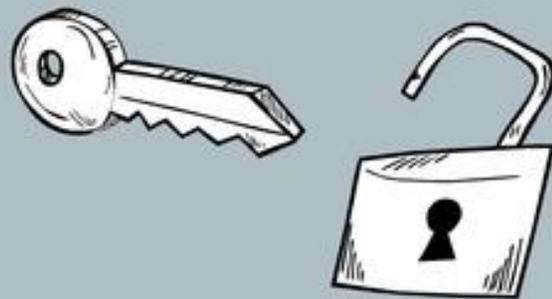


They Like The Personal Touch

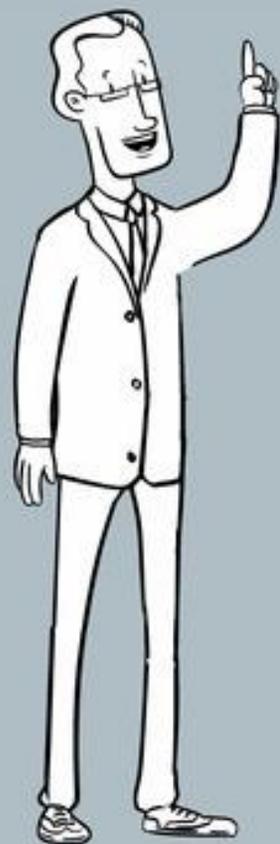
Consider Their Feelings

**They Will Follow The Rules, But
Need To Know The Procedures**

**Tend To Become Frustrated By
What They Perceive As A Lack Of
Discipline, Respect, Or Logic**



Since *Traditionalists* 1946

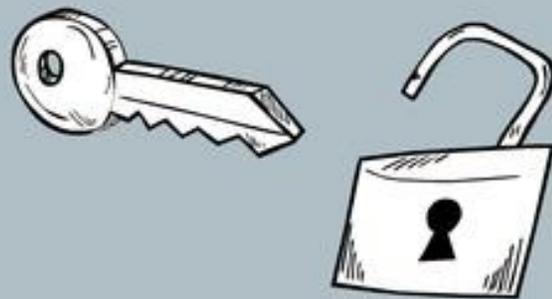


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Baby Boomers

76 MILLION STRONG

Bill, Arnold, Oprah

Civil Rights

Apollo Missions

Howdy Doody

Brady Bunch

Woodstock





Baby Boomers

76 MILLION STRONG

Bill, Arnold, Oprah

Civil Rights

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Woodstock





Baby Boomers

76 MILLION STRONG



Equal Opportunities



Personal Growth



Question Everything



**CORE
VALUES**



Team Oriented



Spend Now Worry Later



Workaholic



Baby Boomers

76 MILLION STRONG



Equal Opportunities



Personal Growth



Question Everything



Team Oriented



Spend Now Worry Later



Workaholic





Baby Boomers

76 MILLION STRONG



 **Consensus Leadership**

Political Correctness 

 **Live To Work**

Take On Responsibility 

 **Well Educated**

Good Communicators 



Baby Boomers

76 MILLION STRONG



Consensus Leadership



Live To Work



Well Educated



Political Correctness



Take On Responsibility



Good Communicators





Baby Boomers

76 MILLION STRONG

I want

- They Want To Shine
- Make A Contribution
- Work In Teams
- Fit In With The Company's Vision
- Work For A Company With A Good Cause





Baby Boomers

76 MILLION STRONG

- **Can See The Big Picture**
- **Very Mission Oriented**
- **Go The Extra Mile**
- **Work Hard**
- **Service Oriented**

**My
Assets**





Baby Boomers

76 MILLION STRONG

My
Liabilities

- **Expect Everyone To Be Workaholics**
- **Dislike Conflict**
- **Judgmental If Disagree**
- **Don't Work Well With Change**
- **Not Great With Finances**





Baby Boomers

76 MILLION STRONG

Want to Know Their Ideas Matter

Their Careers Define Them

Silly Routines Are Frustrating

Don't Take Criticism Well

Motivated By Responsibilities

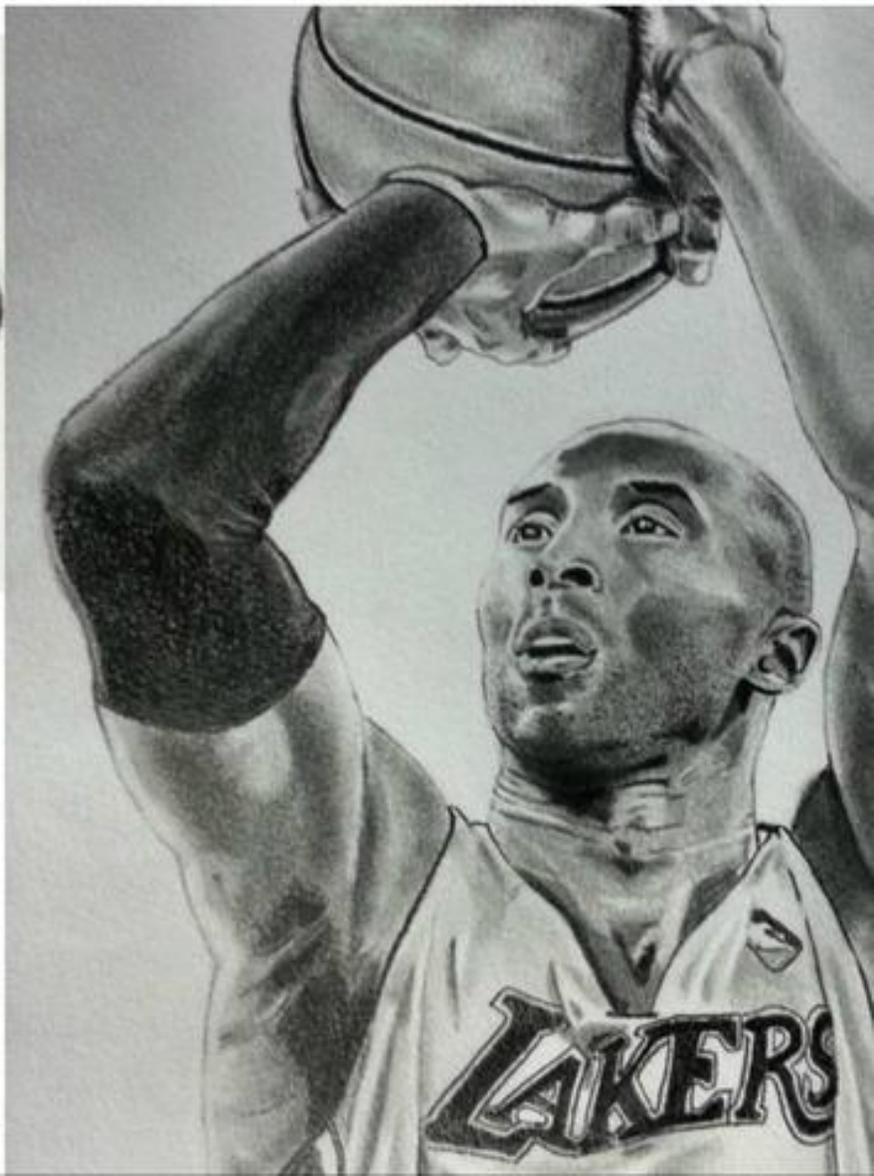


Generation X





Nirvana



~ GENERATION X ~

Moms Went To Work

Y2K

Berlin Wall

Desert Storm



~ GENERATION X ~

Entrepreneurial



Seek Life Balance

Core

**High Job
Expectations**

Values

Techno Literacy

**High Degree of Brand
Loyalty**

~ GENERATION X ~



Crave Independence

**Unimpressed By
Authority**



Focus On Results

Work To Live

~ GENERATION X ~

Casual Work Environment

To Know The Reason Behind The Task

Stay Engaged, Or Find Another Job

Work/Life/Family Balance

Get In, Get Done, Move On



~ GENERATION X ~

Assets

Adapt Well To Change

Direct Communicators

Value Information

Want Feedback

Good Task Managers



~ GENERATION X ~



Liabilities

Cynical, Skeptical

Impatient

No Long Term Outlook

Reject Rules

"Portable" Resume



~ GENERATION X ~

Keys To Working Together

Give Them

The Latest Technology

Time To Pursue Other Interests

Ability To Have Fun At Work

Informality

Independence In The Workplace



MILLENNIALS



A cartoon illustration of a man and a woman standing in a green field. The man on the left is wearing a black suit jacket, a white shirt, and a red tie. The woman on the right is wearing a black dress with a red collar. Both have their arms raised in a gesture. Above the man is a large thought bubble containing the text "And You've Lost My Attention". Above the woman is a large thought bubble containing the text "I'm Ready For A Raise". There are smaller circles leading from the characters to their respective thought bubbles. The background features stylized green bushes and a light blue sky with white clouds.

**And You've
Lost My
Attention**

**I'm Ready
For A Raise**

**Ashton Kutcher
Serena Williams
School Shootings
9/11**

Kids With Schedules

**Just Updated
Twitter**

**#So Bored
#Still Listening
#Not Really
#Ready For
Lunch**



**ACHIEVEMENT, FUN, EXTREME FUN,
HIGHLY TOLERANT, STREET SMARTS,
SELF CONFIDENT**



Attributes

Ambitious But Not Entirely Focused

Attached To Gadgets And Parents

Strong Sense Of Entitlement

Open To New Ideas

A black and white line drawing of a woman with short hair, wearing a collared shirt and tie, sitting at a desk with a laptop. A large, dark-outlined thought bubble emanates from her head. Inside the bubble, a glowing lightbulb is shown at the top left. The text inside the bubble lists job preferences. To the left of the bubble, there are several decorative elements: two orange circles, two white paper clips, and a yellow circle behind the lightbulb.

DON'T WANT A BORING JOB
FRIENDLY ENVIRONMENT
FLEXIBLE SCHEDULE
PAID WELL



**MULTITASK FAST
GOAL ORIENTED
POSITIVE ATTITUDE
TECH SAVVY**

**AND
TENACIOUS**

High Expectations



They Want To Work With Friends

Work In Teams And Networks

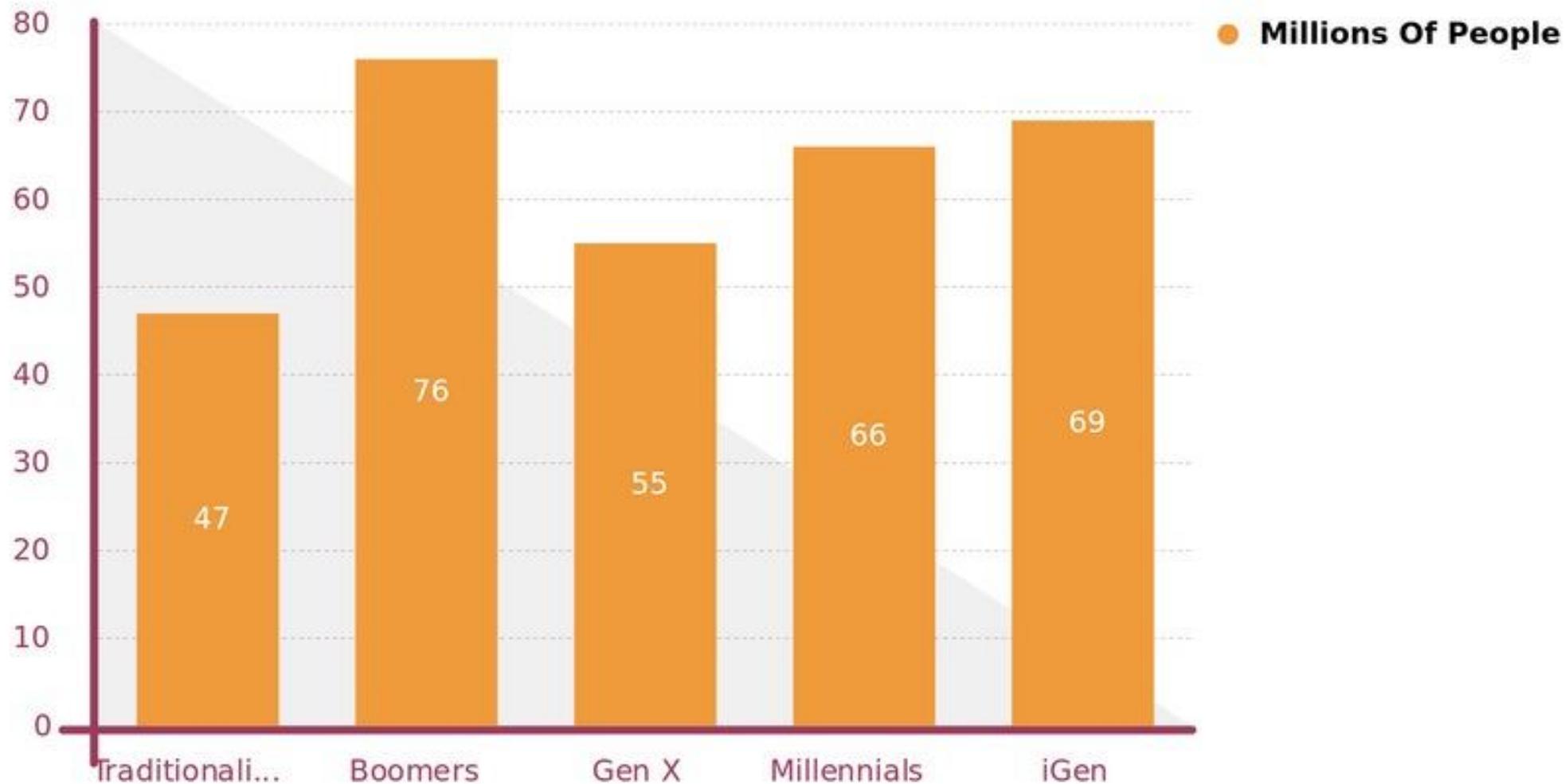
Be Rewarded For Extra Effort And Excellence

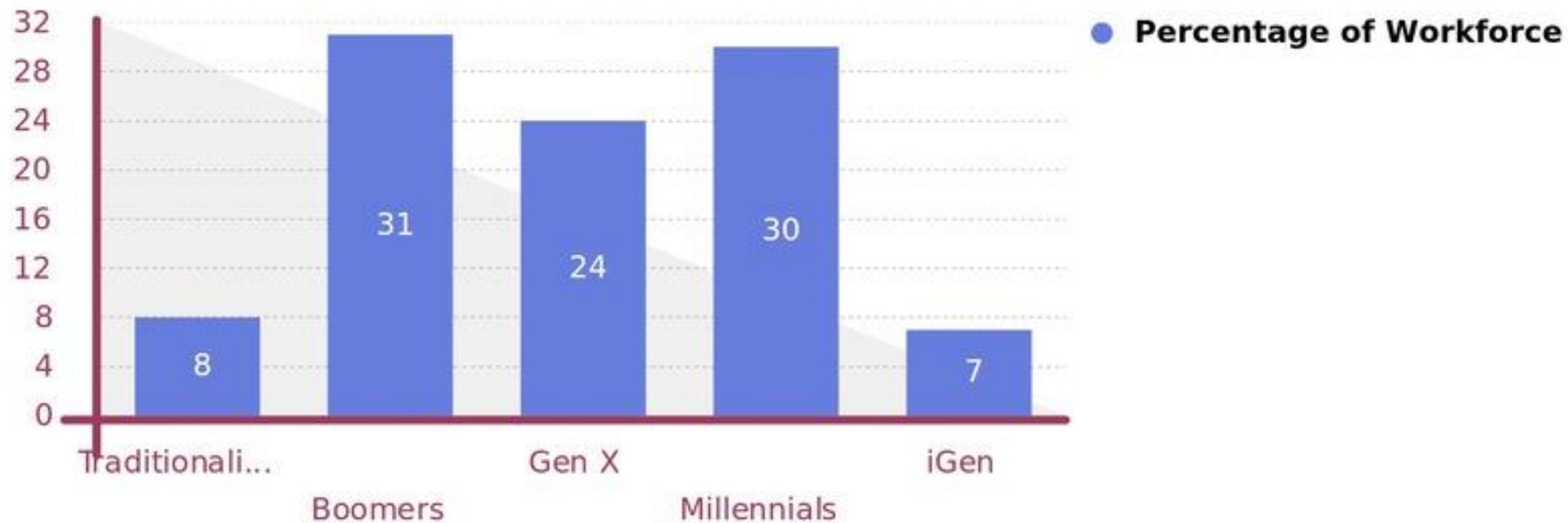
Have Variety In Their Daily Tasks

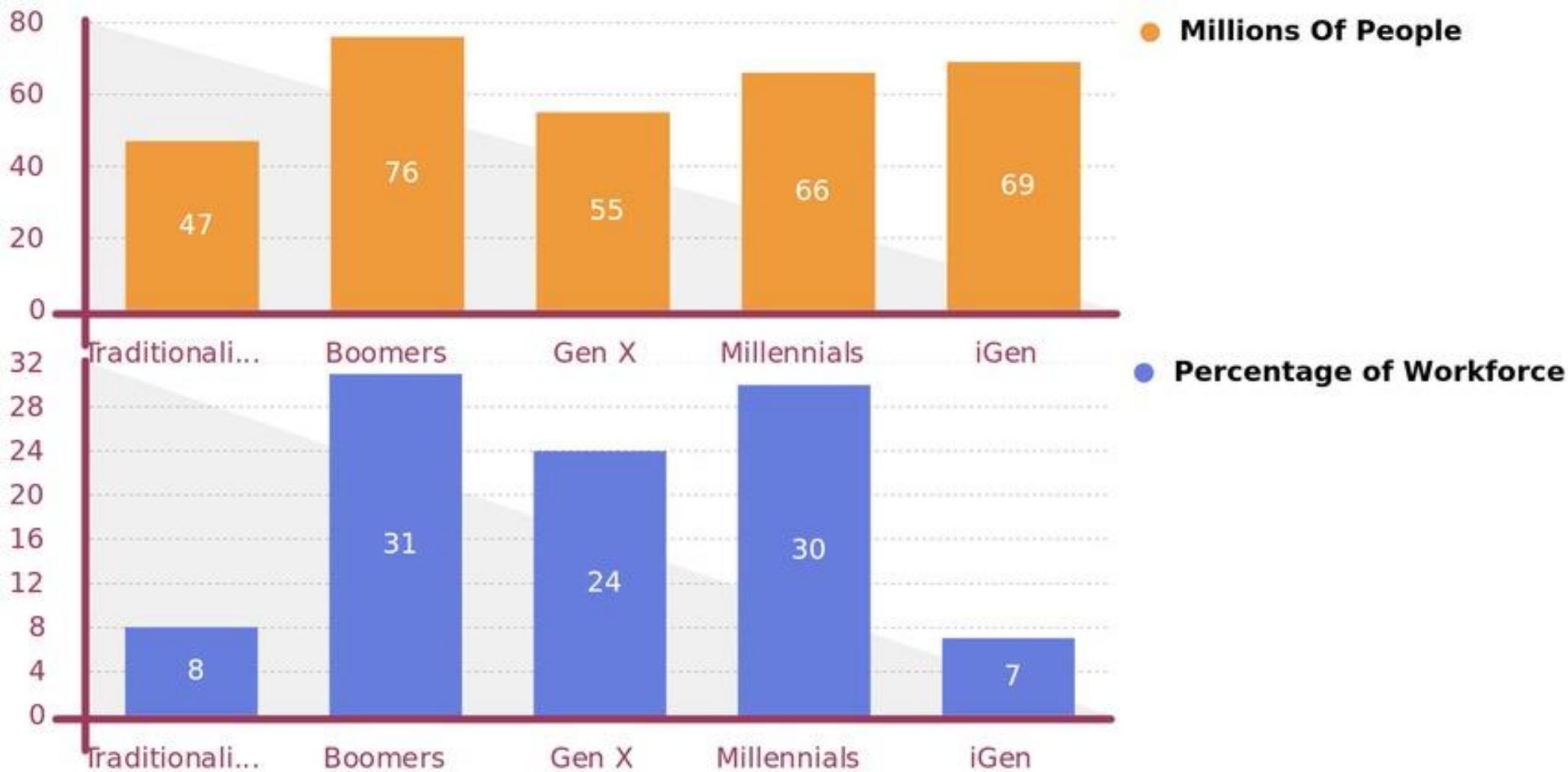


iGen











Management Takeaways

Workforce Evaluation



Mix Of
Generations



Who's
Retiring



Who's
Taking
Their Place



Monitor
Turnover



I would like to personally

THANK YOU

For your time and
participation

