WHAT MOTIVATES EMPLOYEES BY GENERATION

- Traditionals
- Millennials
- Boomers
- iGen
- X
In this HR training session, you'll learn:
You'll learn: 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
This topic comes up a lot.
HOW DO I TALK TO A MILLENIAL?
Traditionalists
Age 70+
Boomers
1946-1964
Gen X
1964-1979
Millennials
1980-1997
iGen
Born after 1997
iGen
Born after 1997
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
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
Since 1946

**Traditionalists**

- Adhere to Rules
- Duty Before Pleasure
- Loyal - Most Likely Stayed At The Same Job

**Values**

- Savers
- Respect For Authority
- Patriotism
Since 1946

**Traditionalists**

- Adhere to Rules
- Duty Before Pleasure
- Loyal - Most Likely Stayed At The Same Job
- Savers
- Respect For Authority
- Patriotism
Since 1946

**Traditionalists**

- Do More With Less
- Linear Work Style
- Task Oriented
- Ethical
- Rules Of Conduct
- Strong Work Ethic
Since 1946

Traditionalists

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 1946

Traditionalists

**Assets**
1. Consistent
2. Disciplined
3. Dependable
4. Detail Oriented
5. Loyal

**Liabilities**
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
Traditionalists

Since 1946

**Assets**

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

**Liabilities**

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
Since 1946

Traditionalists

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 1946

Traditionalists

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.
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

Apollo Missions

Howdy Doody

Brady Bunch

Woodstock
Baby Boomers
76 MILLION STRONG

Core Values

- Equal Opportunities
- Personal Growth
- Question Everything

- Team Oriented
- Spend Now Worry Later
- Workaholic
Baby Boomers
76 MILLION STRONG

CORE VALUES

Equal Opportunities
Personal Growth
Question Everything

Team Oriented
Spend Now Worry Later
Workaholic
Baby Boomers
76 Million Strong

Attributes

- Consensus Leadership
- Live To Work
- Well Educated

- Political Correctness
- Take On Responsibility
- Good Communicators
Baby Boomers

76 Million Strong

Attributes

- Consensus Leadership
- Live To Work
- Well Educated
- Political Correctness
- Take On Responsibility
- Good Communicators
Baby Boomers

76 Million Strong

- 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

- 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
Moms Went To Work
Y2K
Berlin Wall
Desert Storm
~ Generation X ~

Entrepreneurial
Seek Life Balance
High Job Expectations
Techno Literacy

Core Values

High Degree of Brand Loyalty
Crave Independence

Attributes

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
Liabilities

Cynical, Skeptical
Impatient
No Long Term Outlook
Reject Rules
"Portable" Resume
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
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
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
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.