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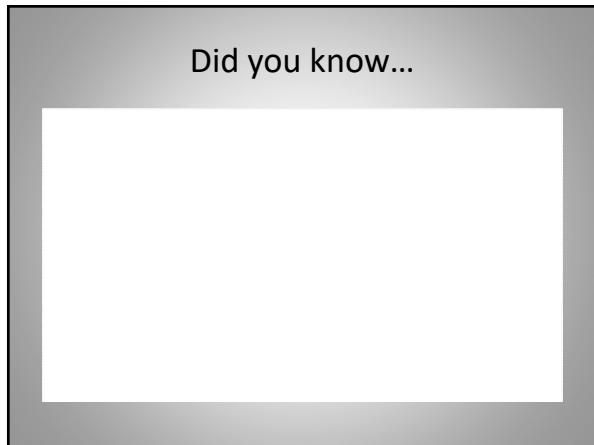
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## Did You Know. . . .

- Five straight generations of affluence
- FIVE generations in the workforce (first time ever)
- The millennials will be in workforce until age 85 (if current trends holds true) – they'll live in excess of 100 years.
- Average age of 1<sup>st</sup> marriage is now early 30's
- Average age for 1<sup>st</sup> baby is early to mid-thirties

The workplace is rapidly evolving....

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## The Workforce of the Future

### • FIVE Generations

- Matures > 76 (before 1946)
- Baby Boomer 59 to 76 (1963 – 1946)
- Gen X 43 to 58 (1964-1979)
- Millennial 29 to 42 (1980-1993)
- iGen 13 to 28 (1994-2009)



Each Generation Brings Unique Qualities and Ideas to the Workplace

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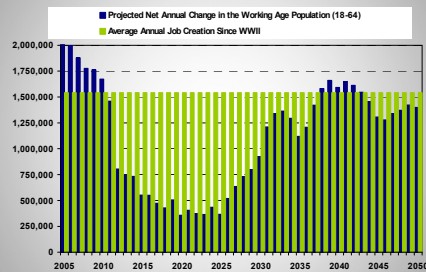
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## Not Enough People – US



Sources: TIP Strategies; U.S. Bureau of Labor Statistics; U.S. Census Bureau

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### Different Times

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### Different Times

- **The Matures (born prior to 1946)**
- **Duty, honor, country**
- Dedication, sacrifice
- Conformity, blending, **unity** –“We First”
- Patience
- Hard, hard times then prosperity
- **National pride**
- Doing a good job was most important
- Age = **Seniority**
- Bring **Stability and Service** Attitude



**The Greatest Generation**

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### Different Life Experiences

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### Different Life Experiences

- The Baby Boomers ('46 to '63)
- Work ethic = Worth. "Workaholic"
- **Competitive**
- **Success is largely visible –trophies, plaques, certificates, etc.**
- Optimistic
- Consumers
- **Defined by their work**
- The largest population
- Biggest trend
  - working in retirement



*We are the world; we are the champions!*

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### Different Viewpoints

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### Different Viewpoints

- **Generation X ('64 to '79)**
- Question authorities.
- **Their heroes are people they've met; that they know.**
- Saw lifelong employment end –don't believe it will happen to them.
- Can be cynical. Can be pessimistic.
- Time horizons are shorter than the Boomers or Matures.
- **Time is a currency.**
- *Carpe Diem* approach –Seize the day!
- **"Prove it to me."**
- **Bring Innovation**

*The Prince Charles Generation*

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### Different Mindsets

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### Different Mindsets



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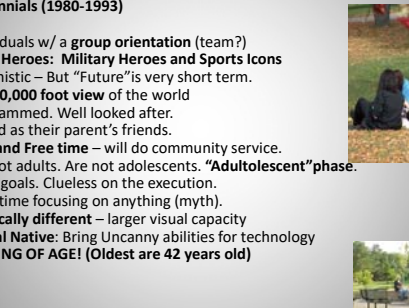
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### Different Mindsets

- Millennials (1980-1993)
- Individuals w/ a **group orientation** (team?)
- **Their Heroes: Military Heroes and Sports Icons**
- Optimistic – But "Future" is very short term.
- The **30,000 foot view** of the world
- Programmed. Well looked after.
- Raised as their parent's friends.
- **Demand Free time** – will do community service.
- Are not adults. Are not adolescents. **"Adutolescent"** phase.
- Huge goals. Clueless on the execution.
- Hard time focusing on anything (myth).
- **Physically different** – larger visual capacity
- **Digital Native:** Bring Uncanny abilities for technology
- **COMING OF AGE!** (Oldest are 42 years old)



**Live first; work second**

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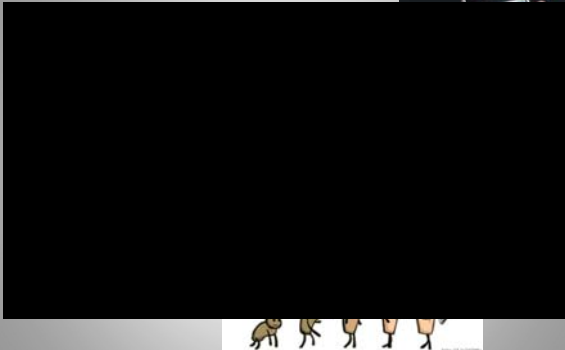
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### Different Worlds



Generation Z = mobile

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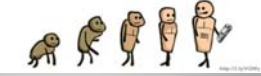
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### Different Worlds

- iGens (Since 1994)
- Always had the "i" devices (iPhone, iPad, iPod, internet)
- Innately reliant on technology
- "Lives" "in the moment" in the gaming/social media world
- Often sharing "TMI" for the other generations
- The world is one big interface
- "learn" with their bodies by TOUCHING/Gesturing
- They crave constant and immediate feedback
- Most born during a baby boomlet around the time of the [Global financial crisis](#) of the late [2000s](#)
- World shaped by 9/11, Columbine and the War on Terror
- Growing up during one of the most severe economic recessions in history
- Sense of social justice, philanthropy and maturity
- Yet to be fully defined...

iGen = mobile

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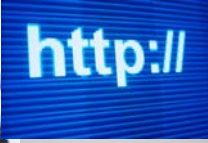
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### Did You Know. . . .

- For Boomers – childhood freedom was found with our bikes – our neighborhood was the extent of our travels alone -- everyone knew whose child you were
- For IGen – childhood freedom is found on the internet – they cruise around the world by themselves



Different Frame of Reference

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### Let's meet the iGens

**- Observations**

- Boss = NO, Mentor/Coach = YES
- If they do not have a supportive work environment AND supportive peer group, they will drop

**- High expectations... of others**

**- Keys to Retaining/Teaching**

- Relevance – Connect everything to their Career/Goal
- Lifestyle/Experience focus. You'll make enough to:
  - Live way you want
  - Have different experiences
- Lighting the Tunnel – let them know often on progress (Today you are 25% there, 50% there, etc.)

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### Let's meet the iGens

**• When Oldest (Class of 2013) were born:**

- professional baseball strike; O.J. Simpson
- 16-cent rise in the price of a first class postage stamp
- gas was \$1.09 a gallon
- grew up watching Beevis and Butthead/Power Rangers/The Rugrats
- never seen an actual airplane ticket
- After Desert Storm

**• Normal means:**

- instantly communicating via tweets, texting and messaging
- watching television on anything but an actual television
- watch movies when they want...rarely choose radio over an MP3 player or i-Pod
- have always assumed that they would go on to post-secondary education. Approximately 70 percent are typically enrolled

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### Let's meet the iGens

**• Their Parents/Influences**

- statistically older parents
- The youngest of the generation were born during a baby boomlet around the time of the [Global financial crisis](#) of the late 2000s, ending around the year 2010
- parents more likely to be divorced and to work outside the home
- this group is also more self-directed

For the iGens, we have always been at war!

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### Let's meet the iGens

• **Their mindset:**

- their entire lives they've heard about the dangers of global warming, been subjected to terror alerts of varying colors and watched their parents weather the recent economic crisis.
- As a result, they're growing up fast and developing sensitivities beyond their years. For example, 30 percent of students stated that the financial stability of their families is a concern
- over-stimulated, impatient lot
  - not waiting for a reply -- they expect information now
  - voicemail and e-mail are obsolete
- little need to await direction.
  - access whatever information they need relatively freely and that information is usually enough to base a decision on
- previous generations relied on a parent or teacher or supervisor to explain something
  - iGens aren't bound by those constraints and can access the info they need when they need it and get to work

**Desert Storm was before this Generation was born!**

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### Let's meet the iGens

• **Changes in Education:**

- more likely to pursue careers they think will help society.
- quick to jump in and help when their circle of contacts alerts them to a need
- more available and being solicited by friends is more likely to interest them
- when tasked with solving a problem, today's students look for the quick answer rather than work toward solving the problem on their own
- Their instinct is to pursue speed instead of accuracy
- This generation will spend way more time in the "relevant now," leveraging pertinent information and knowledge that is dependent on what a particular moment dictates. This means that:
  - pre-scheduled and pre-planned learning activities (for example, training or lectures) will be less effective in developing these individuals.
  - iGens will be much more likely to engage in ad hoc and on-demand learning and development activities, enabled by technology, that are related and relevant to the individual in that moment.
  - This generation will bring a whole new meaning to just-in-time learning.

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### Let's meet the iGens

• **In the workplace:**

- going to expect flexibility
- going to have little interest in being a desk jockey for 40 hours a week.
- view themselves as professional, permanent freelancers
- Expect to swoop in with their particular expertise (they'll all be an expert in something), collect their bonus and be off...
- Finally, they're going to be smart
  - smarter even than previous generations (street-smart --??)
  - ability to process massive amounts of information quickly
  - perform more mentally demanding jobs
  - generation is training itself for more complicated tasks

**Everyone has their "Personal Brand"  
Everyone has a digital shadow!**

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### Chain of Command

- **Matures** are not only comfortable with hierarchy, chain of command, they prefer it.
- They respect authority and clear lines between bosses and subordinates.
- **Generation X** is indifferent to chain of command.
- Hierarchy is a meaningless concept to them.
- **Baby Boomers** have a love/hate relationship with hierarchy.
- On the one hand, they believe in "paying your dues."
- On the other hand, they believe in "questioning authority."
- **Millennials** like Generation X, are unimpressed by rank, age or tenure.
- They don't respect bosses who think they know everything.
- Show a Millennial knowledge and expertise, and they will show you respect.

iGen: What's a chain of command?

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### TIPS When Leading

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|---|---|
| Matures<br><i>Keep it</i><br><b>PERSONAL</b>        | Boomers<br><i>Seek</i><br><b>CONSENSUS</b>  |
| Gen Xers<br><i>Cultivate</i><br><b>INDEPENDENCE</b> | Millennials<br><i>Allow</i><br><b>INPUT</b> |

iGen: You must connect – the challenge is your world or theirs

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### Defining Moments

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| <p><b>Boomers</b> Assassinations of JFK,<br/>MLK, RFK<br/>Vietnam War<br/>Civil rights movement 1968<br/>Democratic National Convention<br/>Kent State<br/>Forced integration at the University of Alabama<br/>Women in the workplace<br/>Minorities in the workplace</p> | <p><b>Xers</b><br/>The Challenger Explosion<br/>Watergate<br/>Gulf War I<br/>War on Drugs<br/>President Reagan is shot<br/>Anwar Sadat is assassinated<br/>The U.S. boycotts the Olympics in Russia<br/>Hostages held in Iran</p> |
|---|---|

Awareness of viewpoints and improving connections

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### Defining Moments

**iGen**

Release of the iPod  
9/11  
Sandy Hook School Shooting  
Steve Jobs passing

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### The iGen have always had:

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| <ul style="list-style-type: none"> <li>• The internet</li> <li>• Personal computers, Laptops, Gameboys, Xbox, PlayStation</li> <li>• Pixar movies</li> <li>• Bottled water</li> <li>• Pay-per-view</li> <li>• Cable TV</li> <li>• Cell phones</li> <li>• Cutting and pasting without scissors</li> <li>• Starbucks</li> <li>• Snowboarding</li> <li>• The Hubble Telescope</li> <li>• Google, eBay, Facebook, MySpace</li> </ul> | <ul style="list-style-type: none"> <li>• CDs, jump drives, mp3 players or ipods</li> <li>• Text messaging</li> <li>• The Chunnel</li> <li>• The "next day" pill</li> <li>• SuperNovas have never been just theoretical.</li> <li>• 24 Hour news network</li> <li>• GPS</li> <li>• Rap music</li> <li>• David Letterman on Late Night TV</li> <li>• Stealth Bombers/Aircraft</li> <li>• The AIDS virus</li> </ul> |
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Most born after Clinton Presidency

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### A repetitious process...

- Senior generations assume the younger generations will define success the same ways they have.
- So the senior generations then prescribe a “pay your dues” process to achieve that same “success.”
- The senior generation often thinks that the younger generations will never need to work as hard as they did to become “successful.”

**Do the majority believe this to be true?**

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