THE ASCP LEADERSHIP INSTITUTE

- Leadership Certificate Program
- Conference Facilitation
- On-Site Facilitation
- Personal Coaching
PURPOSE OF THIS COURSE

EXPLORE
the primary characteristics, behaviors, traits, and values of six generations

INCREASE
your self-awareness through completing the Generational DeCoder

DEVELOP
strategies for connecting, communicating, and collaborating with different generations
<table>
<thead>
<tr>
<th>Generation</th>
<th>Period</th>
<th>Representative Age Group</th>
</tr>
</thead>
<tbody>
<tr>
<td>GI GEN</td>
<td>1901-1926</td>
<td></td>
</tr>
<tr>
<td>TRADITIONALISTS</td>
<td>1927-1945</td>
<td></td>
</tr>
<tr>
<td>BABY BOOMERS</td>
<td>1946-1964</td>
<td></td>
</tr>
<tr>
<td>GEN XER</td>
<td>1965-1980</td>
<td></td>
</tr>
<tr>
<td>GEN YERS</td>
<td>1981-2000</td>
<td></td>
</tr>
<tr>
<td>GEN Z</td>
<td>Born after 2000</td>
<td></td>
</tr>
</tbody>
</table>
GENERATIONAL COMMUNICATION

GI GEN / TRADITIONALISTS: WRITE ME
BABY BOOMERS: CALL ME
GEN X: EMAIL ME
GEN Y / GEN Z: TEXT ME
“Baby Boomers, Gen Xers, Millennials, the Gen Z up-and-comers – we all want the same things, (income, sure, but also purpose, and to feel valued) just in slightly different ways. The challenge is to look past the stereotypes and listen to one another so that good work gets done efficiently and humanely.”

How can you ....

CONNECT on a different level

COMMUNICATE in a new way

COLLABORATE more effectively
TRADITIONALIST GENERATION 1927-1945 (74-92 yrs)

Organization’s historians

First innovators

Disciplined, loyal, consistent

Becoming more flexible

Influenced by Great Depression

Executive, Board of Directors, Presidents

Women stayed home to raise children
Value:

Respect for Authority
Getting the job done
Maintaining security

Security

WORKING WITH TRADITIONALISTS
Please stand!  Applause!
Largest Generation in US today

Hippies of 60s & 70s
Yuppies of 70s & 80s

Began accepting homosexuals and divorce

Optimistic, driven, team-oriented

Post World War II generation

Women working outside the home

Technology as a learning process

BABY BOOMERS GENERATION 1946-1964 (55-73 yrs)
WORKING WITH BABY BOOMERS
Please Stand!  Applause!

Value:
Respect for authority
Careers define them
Need attention

Work Ethic = Worth Ethic
**GEN X 1965-1980**

(39-54 yrs)

- "Latch-key kids" street-smart but isolated
- In school without computers
- Average 7 career changes in lifetime
- Independent, adaptable, flexible
- Cynical of major institutions
- Entrepreneurial
- Credit card debt
WORKING WITH GEN X

Value:

- Work-life Balance
- Flexibility
- Constructive Feedback
GEN Y  1981-2000

- **World of technology**
- **Never known a world without computers**
- **Rewarded for participation, not achievement**
- **Creative, optimistic, focused, resilient**

- **Enormous academic pressure**
- **Get most information from the internet**
- **Focused on Professional Development**

19-38 yrs
WORKING WITH GEN Y

Value:

Self-Expression
Instant Gratification
Professional Development

Purpose & Feedback
Very comfortable with technology and internet
Great Recession of late 2000s
Entrepreneurial
Loyal, compassionate, open-minded, determined
Independent
Possibly: unsettlement & insecurity
Worried about college education costs

GEN Z BORN AFTER 2001
up to 18 yrs
Value:

- Real perks
- Work that has meaning
- Entrepreneurship

Self-motivated
## THE SNAPSHOT

<table>
<thead>
<tr>
<th>Characteristics</th>
<th>Traditionalists</th>
<th>Boomers</th>
<th>Gen X</th>
<th>Gen Y</th>
<th>Gen Z</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Aspiration</strong></td>
<td>Home ownership</td>
<td>Job security</td>
<td>Work-life balance</td>
<td>Freedom and flexibility</td>
<td>Security and stability</td>
</tr>
<tr>
<td><strong>Attitude toward technology</strong></td>
<td>Largely disengaged</td>
<td>Early info technology adapters</td>
<td>Digital Immigrants</td>
<td>Digital Natives</td>
<td>Entirely dependent on IT</td>
</tr>
<tr>
<td><strong>Attitude toward career</strong></td>
<td>Jobs are for life</td>
<td>Organizational</td>
<td>Loyal to profession, not to employer</td>
<td>Digital Entrepreneurs</td>
<td>Career Multitaskers</td>
</tr>
<tr>
<td><strong>Communication Media</strong></td>
<td>Formal Letter</td>
<td>Telephone</td>
<td>Email and text</td>
<td>Text/social media</td>
<td>Hand-held devices</td>
</tr>
<tr>
<td><strong>Communication Preferences</strong></td>
<td>Face to face</td>
<td>Face to face or phone</td>
<td>Text or email</td>
<td>Online and mobile</td>
<td>FaceTime</td>
</tr>
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Trickle-Up or Trickle Down Effect
"Baby Boomers, Gen Xers, Millennials, the Gen Z up-and-comers – we all want the same things, (income, sure, but also purpose, and to feel valued) just in slightly different ways. The challenge is to look past the stereotypes and listen to one another so that good work gets done efficiently and humanely."

THANK YOU!

www.ascp.org/leadership
Discover the differences

Explore the similarities

Conflict prevention & resolution

Own your resistance to change

Develop new habits

Refocus your energy

Engage and exchange ideas

Connect – Communicate - Collaborate

DECODER
<table>
<thead>
<tr>
<th>Question</th>
</tr>
</thead>
<tbody>
<tr>
<td>What generational <strong>differences</strong> have I discovered that might have impaired my working relationships?</td>
</tr>
<tr>
<td>Have I <strong>explored</strong> the similarities between our generations?</td>
</tr>
<tr>
<td>How have I responded to this person in <strong>conflict</strong> situations?</td>
</tr>
<tr>
<td>Have I <strong>owned</strong> my own resistance to change or acceptance of the differences?</td>
</tr>
<tr>
<td>Am I willing to <strong>develop</strong> new habits and skills?</td>
</tr>
<tr>
<td>When will I <strong>engage</strong> with this person and exchange ideas?</td>
</tr>
<tr>
<td>What will I do to <strong>refocus</strong> my energy so good work gets done inter-generationally?</td>
</tr>
</tbody>
</table>
1. Each table team assigns a timekeeper, scribe, and a presenter.

2. Individually respond to the DeCoder questions – 5 min.

3. Share your answers with your table team - 3 min./person

4. Teams identify & record three greatest learnings on their flip chart– 3 min.

5. Table teams share their greatest learnings with the large group.
Baby Boomers, Gen Xers, Millennials, the Gen Z up-and-comers – we all want the same things, (income, sure, but also purpose, and to feel valued) just in slightly different ways. The challenge is to look past the stereotypes and listen to one another so that good work gets done efficiently and humanely.

FINAL THOUGHT

What Will You Do Differently?
RESOURCES


