

Bringing Out the Best in All Generations



The collage consists of six small photographs arranged in a 2x3 grid. The top row shows a group of people in a meeting, a group of young people, and a group of people in a workshop. The bottom row shows a woman working at a desk, two people talking, and a woman smiling at a meeting.

Presented by
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Do You Know Someone Who ...?

- Remembers Rationing Stamps?
- Watched *Ding Dong School*?
- Ate Spam?
- Went Cow-Tipping?
- Watched *Electric Company*?
- Grew Up Operating a Mouse?
- Knows Why Miss Nelson was Missing?
- Watches *Yo Gabba Gabba*?



The image block contains two small images: a can of SPAM and a colorful character from the children's show Yo Gabba Gabba!

CAVEATS:

- Generational differences are only one dimension of human diversity
- Generational differences vary from country to country; these prototypes are primarily United States-oriented
- There is more diversity *within* each generation than *between* generations
- Patterns are strongest in the middle of each generation
- If you grew up with grandparents in your home, you may have the advantage of being a “spanner”

Generations Together

Birth Years	Generation	Age '13	% Euro-Am
1903 or Before	Centenarian	110&+	
1904-1924	Matures	89-109	95%
1925-1945	WWII Gen	68-88	85%
1946-1964	Baby Boomers	49-69	75%
1965-1981	Gen X	32-48	65%
1982-1994	Gen Y	20-31	55%
1995 or Later	Gen Z	0-19	45%

MATURES GENERATION: Influences and Events

- World War I
- Intro of Assembly Line
- Personal Knowledge of Health Crises:
 - Spanish Flu – TB – Polio - AIDS
- Titanic Sinks (1912) and German sub sinks Lusitania killing 1198 (1915)
- “Roaring Twenties”
- 95% of Matures Generation is European-American
- Developed major political clout



Characteristics of the MATURES GENERATION:

- Creativity
- Pride in Family
- Community Pride
- Strong Faith
- Patriotism
- Political Interest



WWII GENERATION Influences and Events:

- World War II
- Great Depression
- Women Entering Workforce
- Barebones Needs
- Introduction of Antibiotics
- Technology Advances
- Hero-Worship
- Social Programming



REMINDER...
Older generations have seen more change than any younger generation.

Characteristics of the WWII Generation

- Dedication
- Loyalty
- Hard Work
- Sacrifice
- Conformity
- Respect for Authority
- Valuing Family
- Valuing Service
- Duty First/Rewards Later

LINEAR vs. LOOP

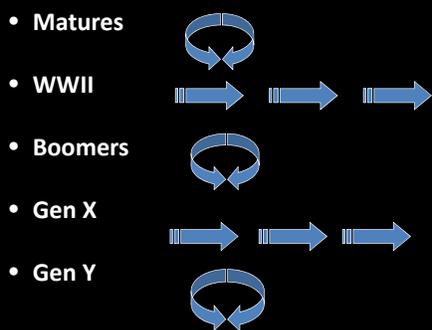
- **LINEAR** = Prefers organization, structure, sequence, chains of command, etc.
 – Values the product

- **LOOP** = Prefers flexibility, “thinking outside the box”, multi-dimensional perspective
 – Values the process

LINEAR vs. LOOP VALUES:

- **LINEAR** values the product, the outcome, following channels, achieving agreement, quantitative data (survey items, numbers, weights, averages, %s)
- **LOOP** values the process, the journey, the intricacies of working toward consensus, qualitative information (focus group material, quality of life, anecdotes, examples, etc.)

LINEARITY BY GENERATION



BABY BOOMERS

Influences and Events:

- Introduction of TV
- "Flower Power"
- Assassination of JFK & ML King
- Introduction of Polio Vaccine
- Legalization of Abortion
- Civil Rights Movement
- Feminist Movement - inc. Title IX
- Vietnam War - Anti-War Movement



Characteristics of the Baby Boom Generation

- Social Involvement
- Workplace Development (including on-site childcare)
- Productivity
- Team Orientation
- More Women's Voices
- Optimism & Creativity
- Informality & Fun
- Personal Gratitude
- Practicality



CUSTOMER SERVICE AS A PRIORITY

WWII - 1. Access 2. Customer Relations 3. Price

BB: 1. Customer Relations 2. Access 3. Price

Gen X: 1. Price 2. Access 3. Customer Relations

Gen Y: 1. Customer Relations 2. Price 3. Access

GENERATION X

Influences and Events:

- Small Size of Generation
- Many Family Structures
- Pervasive Technology
- Loss of Heroes/Heroines
- Concern About AIDS
- Greater Cultural Diversity
- Negative View of Boomers
- Increasing Pace of Change



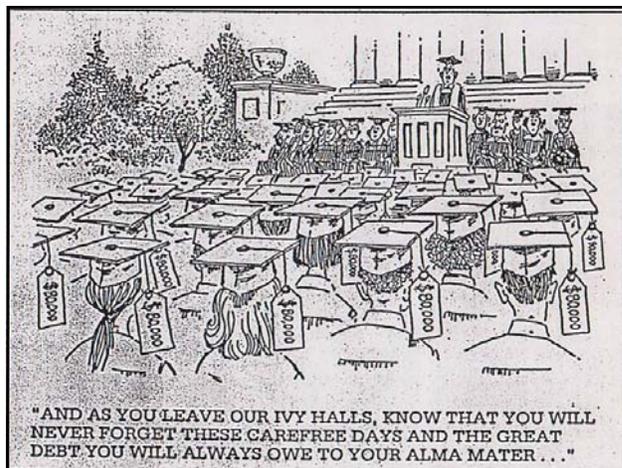
STRENGTHS OF GENERATION Xers:

- Good at Change
- Comfortable with Technology
- Independent
- Financially Savvy
- Not Intimidated by Authority
- Creative
- Practical & Pragmatic



Characteristics of Generation X

- Self-Reliance
- Independence at Work
- Avoiding Office Politics
- Technoliteracy
- Dads More Involved in Parenting
- Marketability
- Interest in Diversity
- Global Thinking
- Informal Dress
- Better than "Balancing Act"
- Valuing Friends and Family



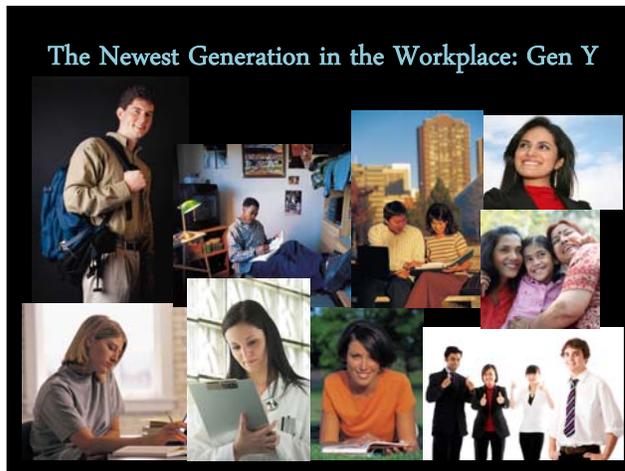
**Generational Comparisons:
Economics of Education**

PAY FOR COLLEGE:

- Baby Boomers
- X'ers
- Gen Y'ers

DURATION:

- 12-18 mo FT Gen
- 10-15 yrs FT
- Will always have education debt

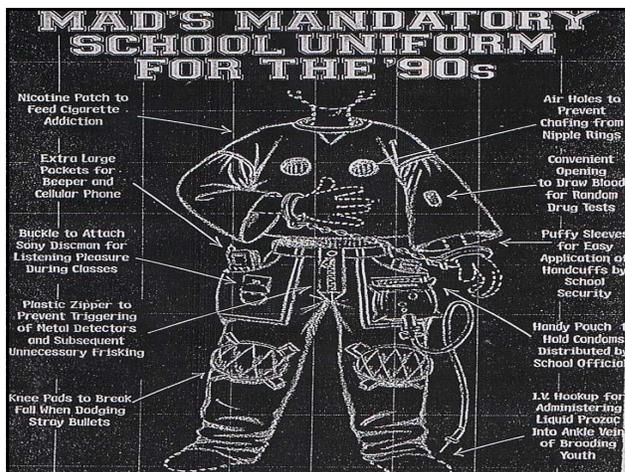


GENERATION Y - Influences and Events:

- Technology in Stride
- Reality TV / Social Networking
- Economic Worries
- Decision-Making Power
- Fear for Personal Safety / Concern about War
- Understanding of "Global Society"
- Social & Environmental "Green" Concerns







Characteristics of Gen Y

- Optimistic
- Confident
- Sociable
- Moral
- Street Smart
- Inclusive
- Homemaking
- Configural (Loop)
- Environmentally Conscious
- Want to Make a Difference



Worrisome Trends:

Gen Y = "Adultification of Children"

- Kids translating for parents
 - In health care settings, at school, gov't agencies
- Pre-schoolers fendng for themselves
 - Go to school and are bored with "playing"
- Professionalization of Kids' Activities
 - Hiring Private Coaches/Trainers (\$4 bil last yr)
 - Sending players across the country to board/play
- Young teen girls dating adult males
- 1950 vs. 2000 Focus Groups – boys' roles

Concerns Identified by Gen Y:

- War(s)
- Daily Violence
- Parent(s) losing their job
- Not being able to find a job
- Finding a job, but not loving it
- Homelessness
- Paying for education



Goals of Generation Y

- Inclusion
- Achievement
- Generate Choices
- Settle Differences by Consensus
- Have Expendable Income
- Make the World a Better Place



REASONS FOR VOLUNTEERING:

- **MATURES**
 - Get out in the community / Stay involved/ Carry on a tradition
- **WWII**
 - Stay up to date / Interact with young people (esp. Gen X)
- **BABY BOOMERS**
 - See old friends and make new ones/ Network for fun / Address an issue / Make life better for others
- **GENERATION X**
 - Learn new skills / Network for contacts / Develop leadership skills
- **GENERATION Y**
 - Stay in touch with friends / Help others who need it / Promote commUNITY

RESULTS: The Community is RICHER because of your Generosity!

GENERATION Z - Influences and Events:

- Y2K and 9-11
- Heightened Security
- Re-Examining Priorities
- Virtual Reality
- Educational Reform
- Economic Challenges
- War/Columbia Disaster
- Cocooning



If It Seems Like Things Are Changing Quickly, They Are!

Think back to the “Good Old Days” – 1970s...

- What was different in your home?
- How was transportation different for you?
- What medical advances hadn’t happened yet?
- What was different in your work?
- How was “wellness” perceived?



We Are Living In Exponential Times!



Did You Know...?

Note: Some of the following information is adapted and expanded from Progression of Information Technology by Karl Fisch, Scott McLeod, and Jeff Brenman

China will soon become the #1 English speaking country in the world (largest number of English speakers)



Did You Know... ?

100% of college graduates in India Speak English



Did You Know... ?

The U.S. Department of Labor estimates that today's learners will have had 10-14 different jobs by their 38th birthday



Which Means...

Education and training, mentoring, knowledge management, and succession planning will make critical differences



Did You Know... ?

In the 1970s, the amount of new technical information was doubling every 10 years
In the 1990s, it was doubling every 2 years
By 2010, it was doubling every 72 hours...



Which Means...

We all need to consider how we can best adapt to the increasing pace of change



Did You Know... ?

There are nearly 5 billion Google searches done every day (2006 = 22 million each day)
How did we get information "BG" (Before Google)?



Did You Know... ?

Today, there are more text messages sent DAILY than there are people on the planet!



"What's trending...?" **Did You Know... ?**

A 21-year-old student today has sent about 250,000 texts, Tweets, and emails



In Addition, he/she has...

- Watched 20,000 hours of tv
- Played 10,000 hours of videogames
- Spent 10,000 hours talking on the phone



And spent an undetermined number of hours on **skype !**



Nearly 700 million registered users in 2012!

Did You Know... ?

More than 50% of 21-year-olds in the U.S. have developed some Web content...

More than 70% of 4-year-olds in the U.S. have used a computer

More than 29% of parents have downloaded "apps" for their children to use on a cell phone



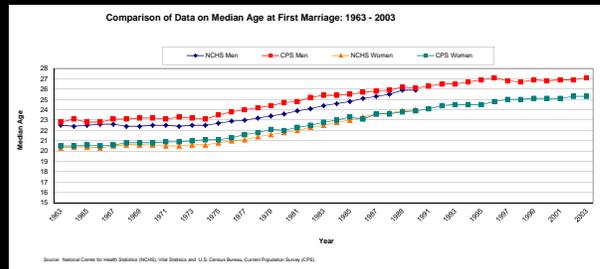
Which Means...

They will expect their schools and employers to offer all the technology bells and whistles possible— and to help them stay up-to-date and marketable

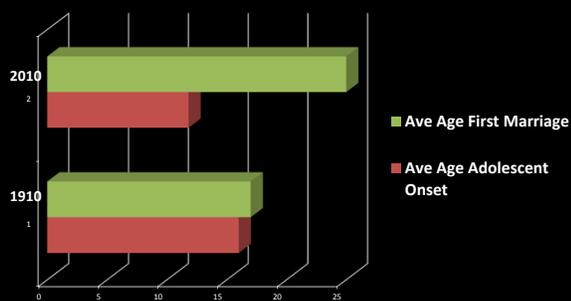


Did You Know... ?

The average age of first marriage in the U.S. increased from 20-24 for Women and 22-26 for Men between 1963-2003



Did You Know... ?



Source: U.S. Office of Population Affairs

Did You Know... ?

2005 - 1/8 of couples married in the U.S. met online

2010 - 1/6 of couples married in the U.S. met online



Did You Know... ?



3000 books will be published in the U.S. today

– Many will be available on Kindle, etc.

- 1 Kindle would hold half of them blogging

– Writers have 540,000 English words available webinar

- 5x as many words as in Shakespeare's day iPod Googling man cave

– *Can you name some new ones?*

- bucket list earworm underwater
- game changer alcopops



Did You Know... ?

One weekday issue of the *New York Times* contains more information than a 17th century individual would have seen in a lifetime

In the last 30 years, more information has been produced than in the previous 5000 years



Did You Know...

It took RADIO 38 years to reach a market of 50 million

It took TELEVISION 13 years

It took COMPUTERS just 4 years

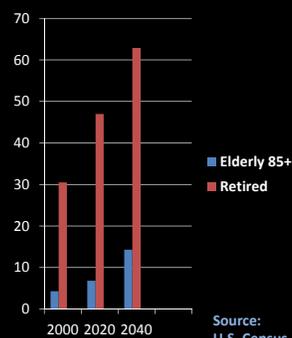
And it took FACEBOOK a mere 2 years



Did You Know...?

The elderly (age 85 and over) population will more than double between 2000 and 2040.

Projected long-term care expenditures could nearly quadruple.



Source: U.S. Census

Did You Know... ?

The Top 10 "In-Demand Jobs" for 2013 did not exist in 2000



Health Advances
New Media
Organic Agriculture
E-Business
Nanotechnology
Homeland Security



Which Means...

We are currently preparing ourselves and others..... for roles that do not yet exist..... using procedures and technologies that haven't been invented..... to solve problems we don't even know are problems yet



The challenges are great;
but our talents are greater!

The fact that you have been out in the "real world" gives you an advantage!
Every day we have opportunities to bring out the best in each other.

We are our best together!



The
END

