Working Across Generations

How to speak Millennial

MIKE BURNETT
EMPIRE CAT
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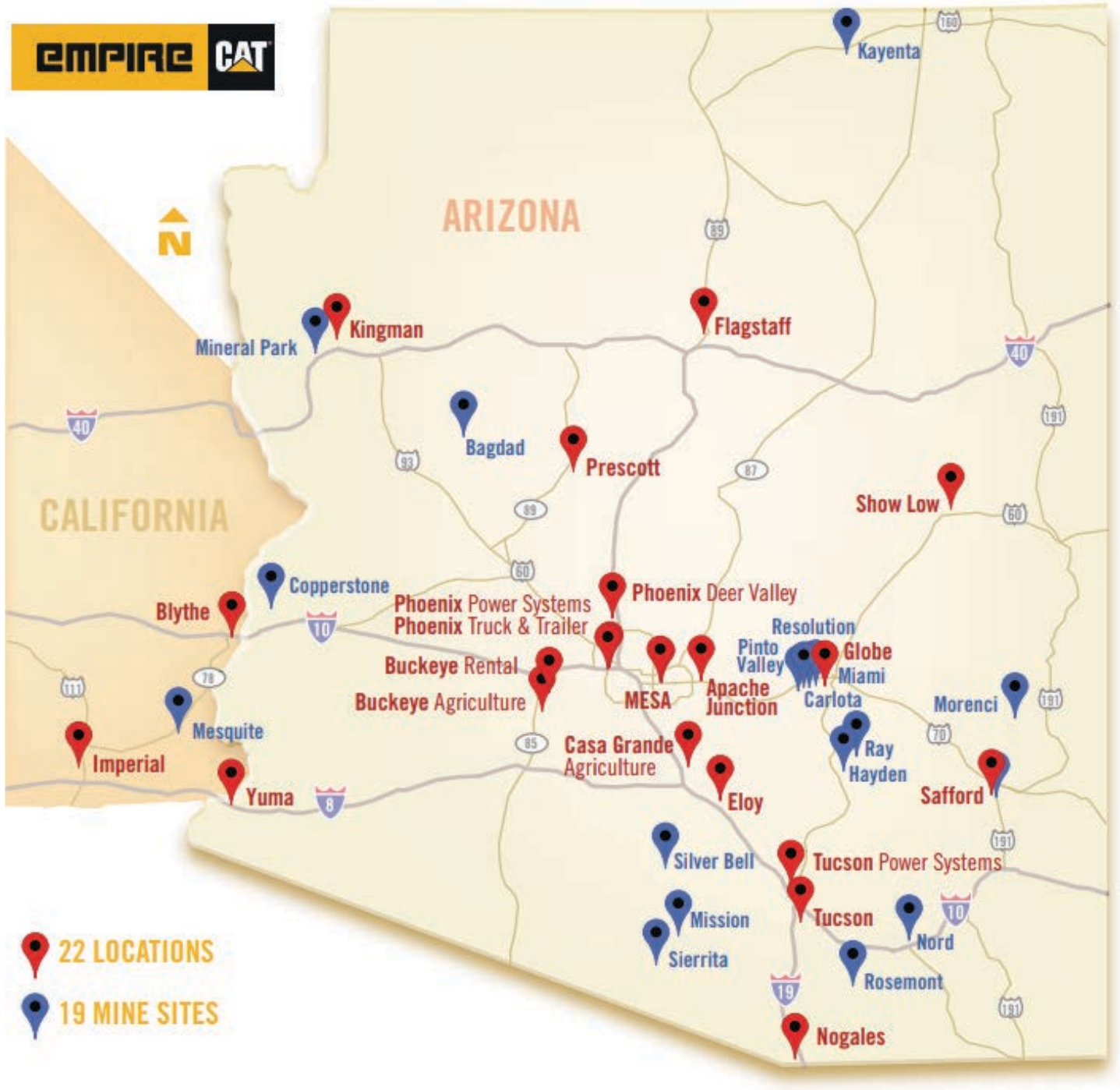
D20B

- Territory covers Arizona and Southeastern California
- 5 Operating Divisions: Machinery, Power Systems, Transport, Precision Machining, Hydraulic Service
- Headquarters located in Mesa, Arizona



EMPIRE CAT & FORESTRY

Today's Topics

1. The 5 Generations
2. 12 Sticking Points
3. How to Speak Millennial
4. Tips as a Leader

The 5 Generations

Traditionalist:
Born before 1945

Baby Boomer:
Born 1946 - 1964

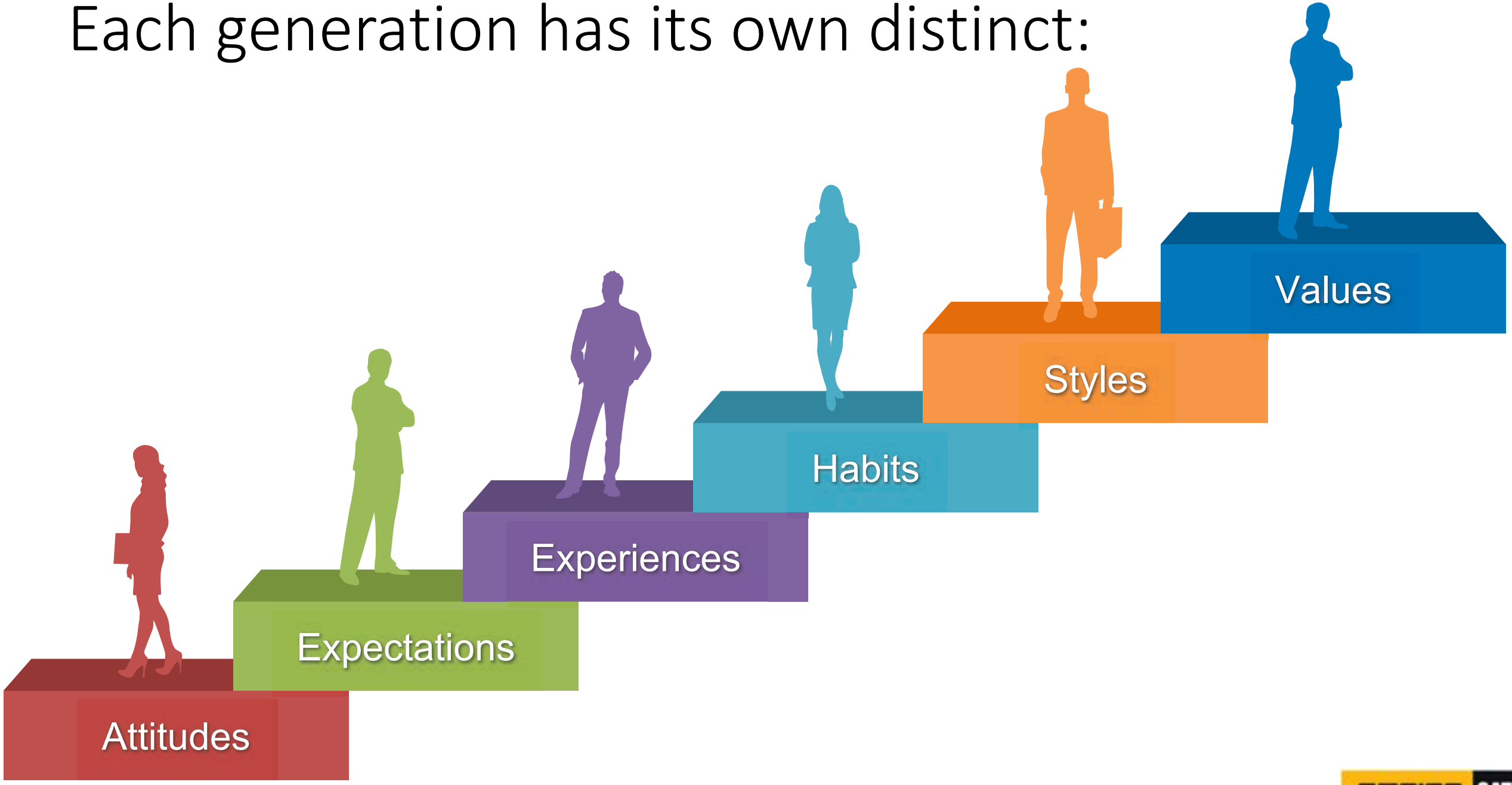
Gen Xer:
Born 1965 - 1980

Millennial:
Born 1981 - 2000

iGen:
Born 2001 – Present

Gen Xer
Gen Xer / Millennial
iGen
iGen
Millennial / iGen
iGen

Each generation has its own distinct:



Traditionalists

Born before 1945

49 million people

The Great Generation

Traditionalists – Values & Behaviors

Hard work
Respect the rules

Private w/ personal details
Don't challenge authority

Save money
Avoid credit

Confidence in leaders and government

Career w/ one employer
Loyalty

Traditionalists – Events & Influencing Factors

- The Great Depression
- The New Deal
- Korean War
- Jackie Robinson
- Attack on Pearl Harbor
- World War II
- Move from farms to suburbs

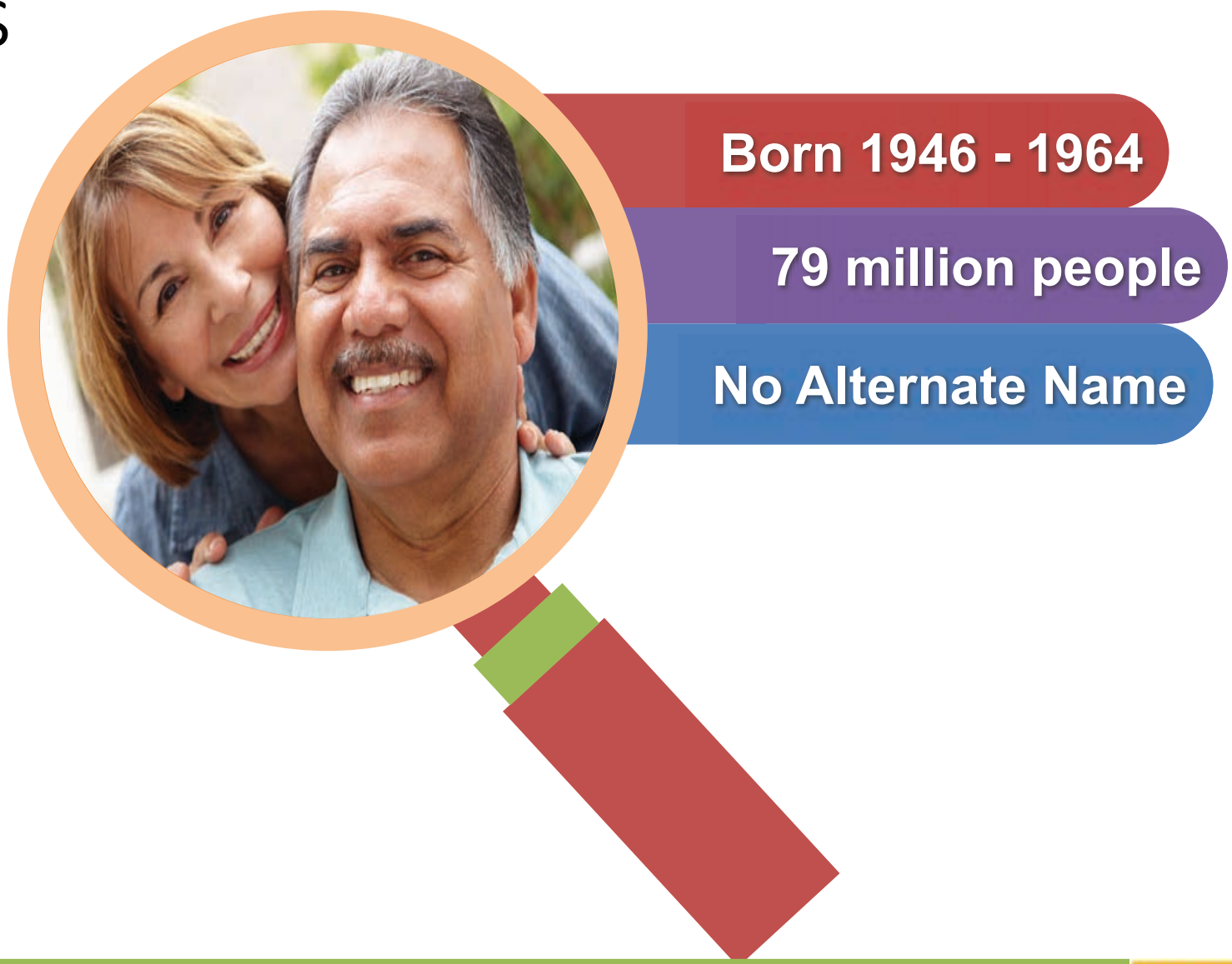
Parenting – schedules, conformity, discipline, obedience

Technology - radio

Work Motto: Work First! or Hard Work, No Option!

Preferred method of communication – in writing

Baby Boomers



Baby Boomers– Values & Behaviors

Challenge the status quo
Question Authority

Competitive
Process & Procedure oriented

Workaholic
Grew up with fewer rules

Spend quality time with children
Optimism

Excelling in career is important

Baby Boomers – Events & Influencing Factors

- Civil Rights
  Rock & Roll
- Cold War
  Space Travel
- Woodstock
  Assassinations
- Credit Cards
  Vietnam

Parenting – throw away schedule, love & nurture, pamper & cherish, stay-at-home moms

Technology - television

Work Motto: Work, Work, Work.
It's what we are about. Live to work.

Preferred method of communication – face-to-face

Generation X (Gen Xers)

Generation X – Values & Behaviors

Grew up as latchkey or day care children
Self-reliant

Expect bad things to happen
Pragmatism – realists

Have seen that organizational
loyalty does not pay off

Take care of brothers / sisters
Challenge the system

Expect career to keep moving
forward or they will leave

Generation X – Events & Influencing Factors

- Divorce rate doubled
  Half as many births as Baby Boomers
- Fall of Berlin Wall
  Challenger Disaster
- Desert Storm
  Personal Computers
- Working Mothers
  MTV

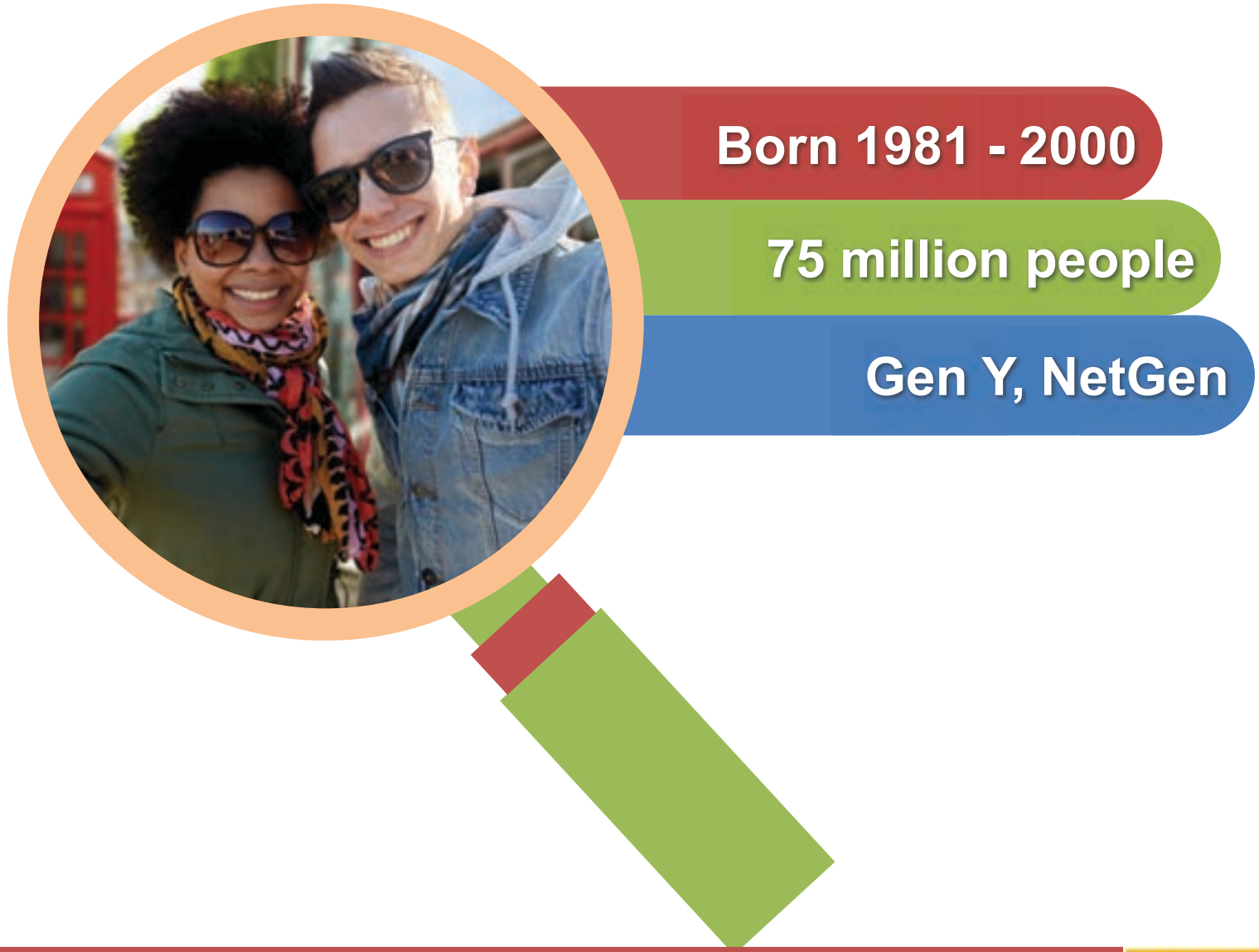
Parenting – helicopter parents, very involved, child's concierge / taxi service

Technology – personal computer

Work Motto: Work to Live. Work more with flexibility. But work even more? Let's talk.

Preferred method of communication – email

Millennials



Millennials – Values & Behaviors

Will have 4 – 5 careers,
three of which currently don't exist

Raised with positive reinforcement
Social consciousness

Team oriented
Treat their boss like a peer

Trophy generation
Short attention span

Expect a toy with meal
Recognition Driven

Millennials – Events & Influencing Factors

- Largest Generation
  School shootings
- The Internet
  Social Networking
- 9/11
  Boston Marathon
- Enron / World Com
  Iraq / Afghanistan

Parenting – there is no one-size-fits all parenting style. Seek advice through social media.

Technology – smartphone

Work Motto: Work flexibly anywhere. Work harder? No way, and I'm texting my friends to tell them what a jerk you are.

Preferred method of communication – text

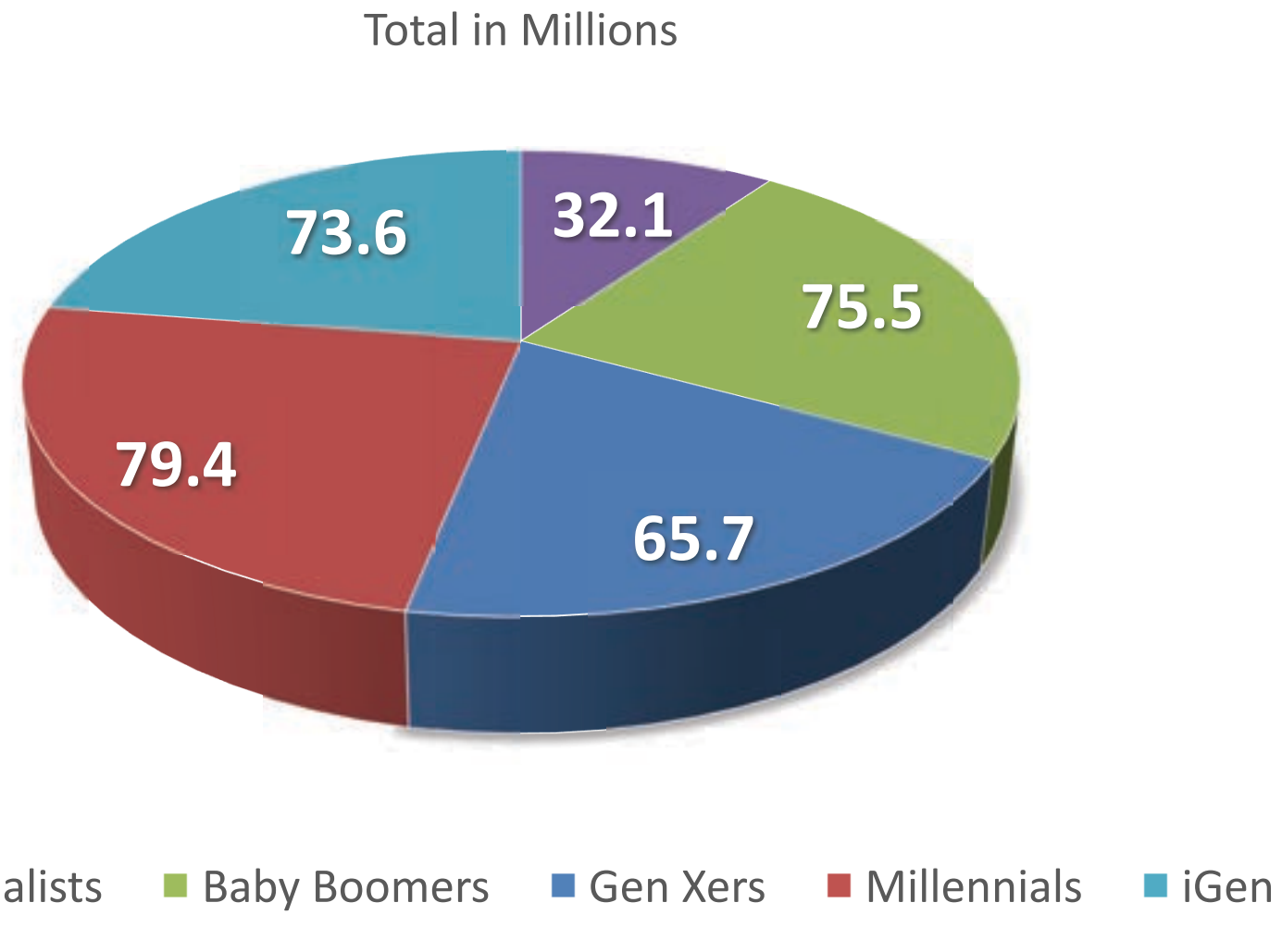
iGen

Born 2001 - Present

72 million people

Gen Z, Centennials

US Census Data - 2017



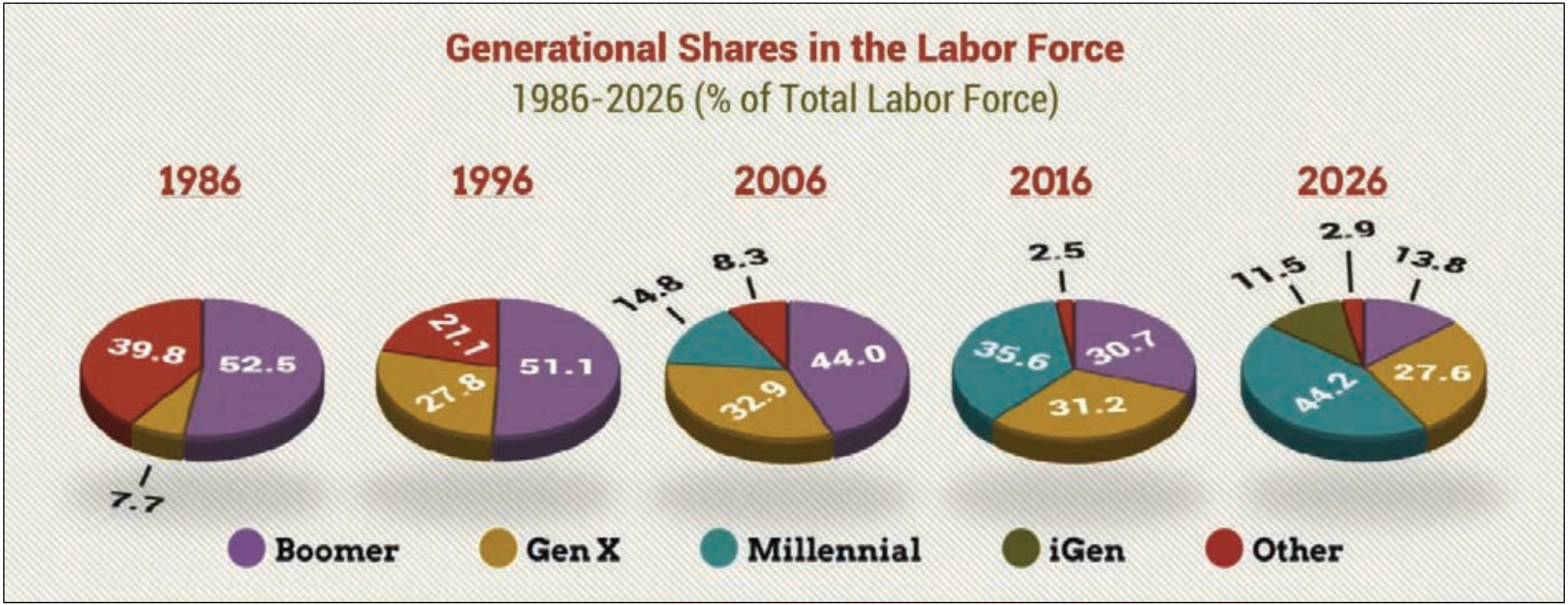
Which Generation Are You?

Traditionalist:
Born before 1945

Baby Boomer:
Born 1946 - 1964

Gen Xer:
Born 1965 - 1980

Millennial:
Born 1981 - 2000

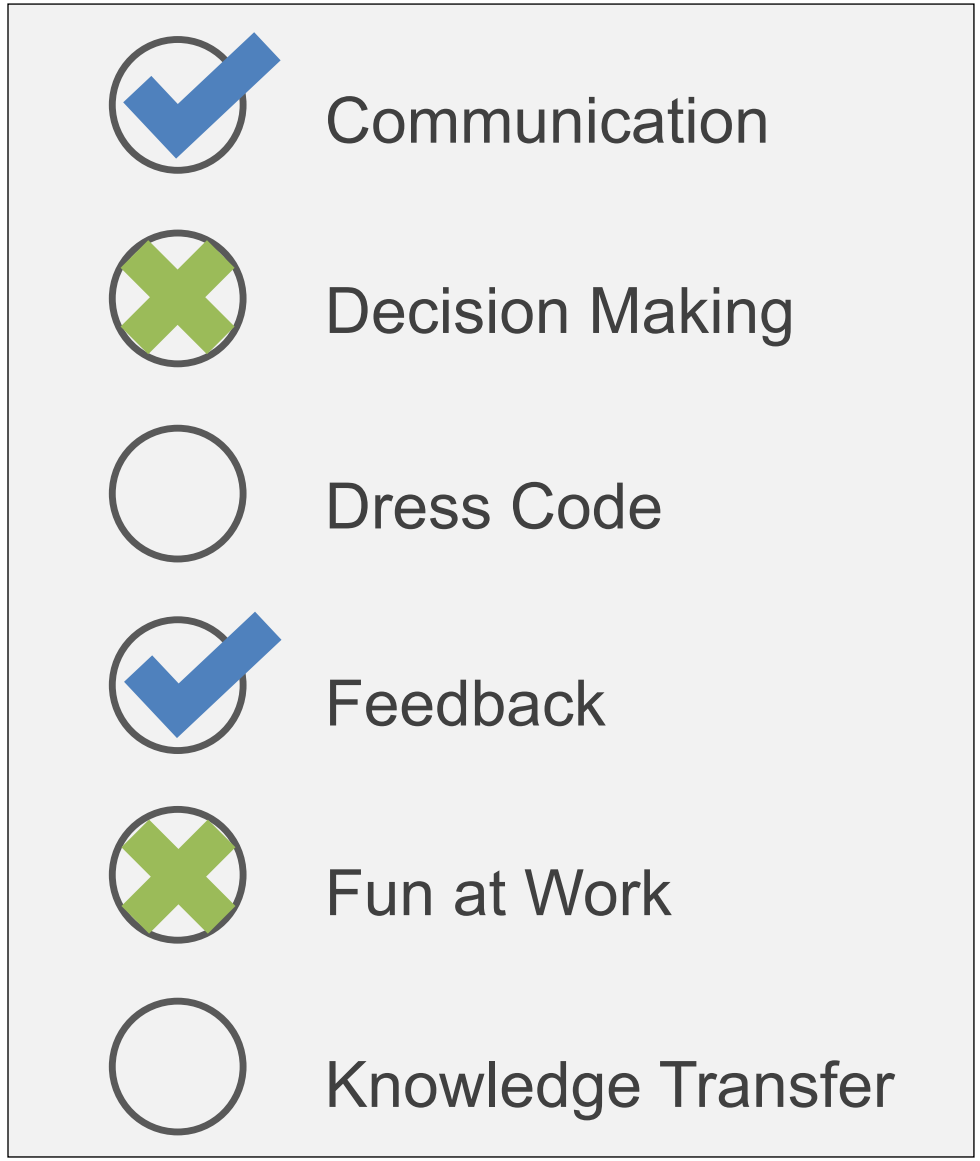


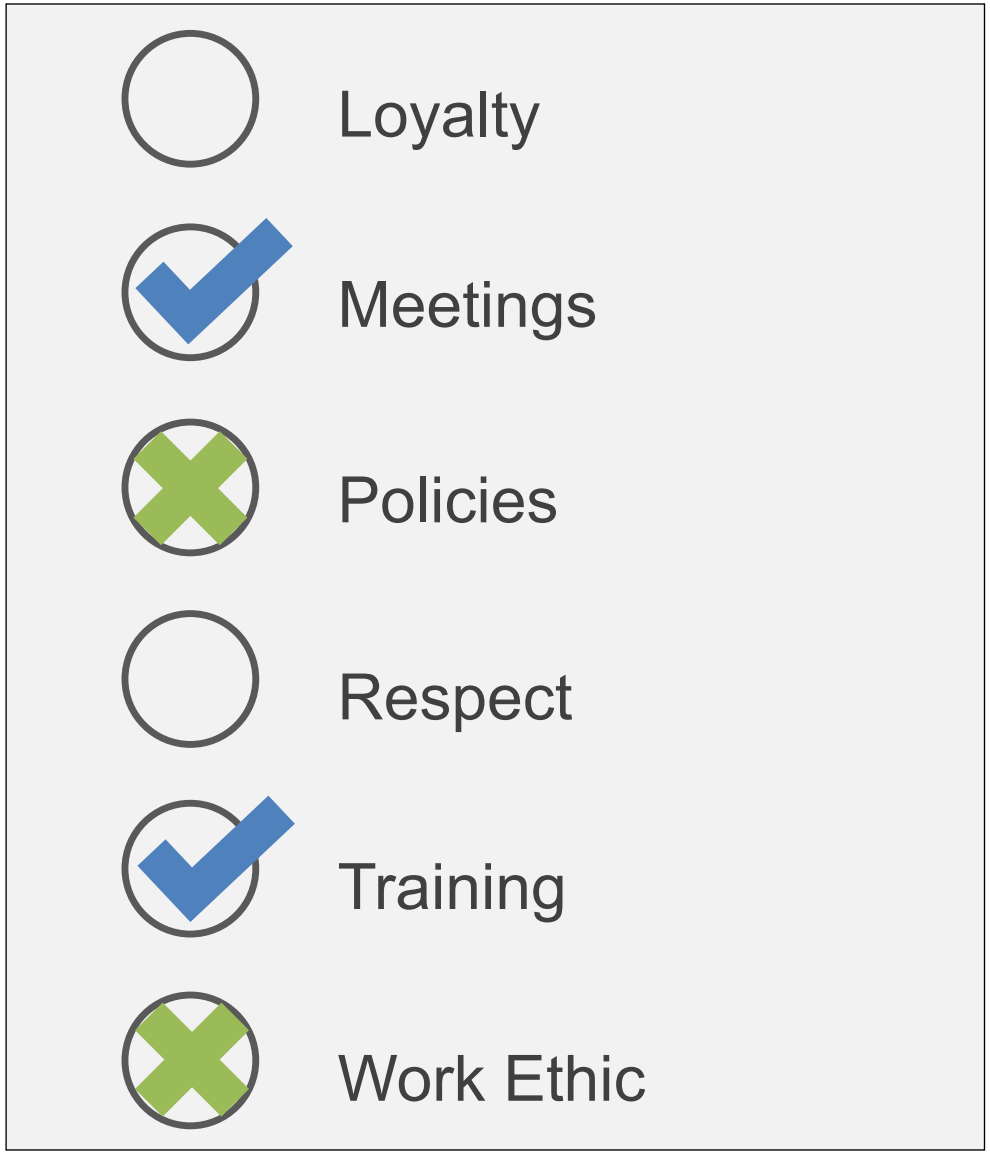
Source: Cam Marston – Generational Expert

What % are Millennials and iGen expected to make up the workforce by 2026?

55.7%

Twelve Common Sticking Points





Source: Haydn Shaw – Generational Coach

FranklinCovey

WORKING ACROSS GENERATIONS™

PARTICIPANT GUIDEBOOK

FOREWORD BY STEPHEN M. R. COVEY

STICKING POINTS

HOW TO GET
4 GENERATIONS
WORKING TOGETHER
IN THE 12 PLACES
THEY COME APART

HAYDN SHAW

Author of the bestselling workshop by Franklin Covey®
LEADING ACROSS GENERATIONS™

5 Steps – Generational Conflict

Acknowledge

Appreciate

Flex

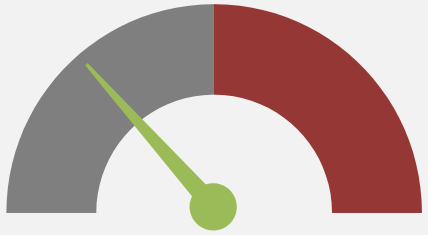
Leverage

Resolve

1

Business Necessity

Policies and procedures necessary to promote safety and keep your customers, money and funding.



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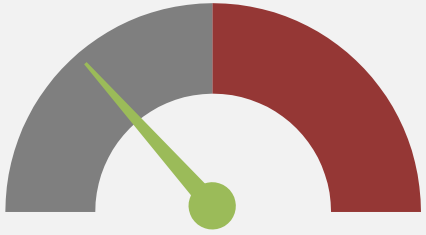
Generational Preference

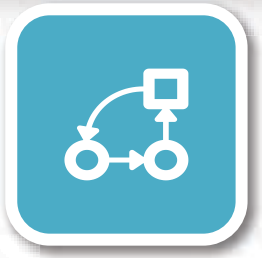
Anything influenced heavily by your generation and personal experiences that is not a business necessity.



How to Speak Millennial

Most Powerful & Misunderstood Generation

“Me, Me, Me Generation”,
Underemployed



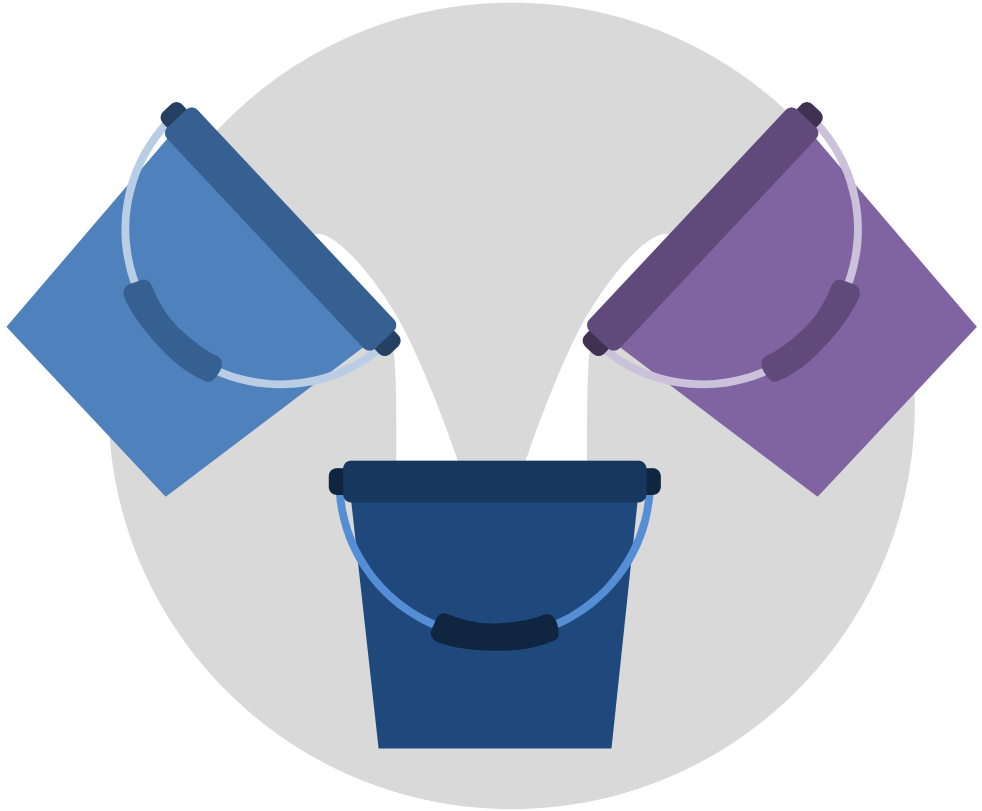
Lazy,
Least Engaged

Entitled,
Selfie-Obsessed

Ramen Eating,
Narcissistic

Millennials are not the problem

Who created the environment?



Who raised them?

We did.

Source: Simon Sinek – Author, consultant

Parenting

Told: “you are special”, “you can have anything you want in life, just because you want it”.

Complained on behalf of their children to get into honors classes and earn A’s. Applied for jobs on behalf of their children.

Participation medals, trophies and ribbons for coming in last.

Thrown into the real world

- You can’t just have it because you want it.
- Parents can’t get you the promotion.
- You get nothing for coming in last.
- From this their entire self image is shattered.

Technology

- ✓ Engaging with social media and smartphones = dopamine, it feels good.
- ✓ That's why we count the likes.
- ✓ Relationships are superficial.
- ✓ They don't go to humans for help, they go to their device, social media.

Impatience

- Everything you want - Instant gratification
- Buy something? Go on Amazon it arrives the next day
- Want to watch a movie? Log on to Netflix and watch a movie
- Want to watch a TV show? Binge
- “I am not making an impact.”
    - They have been in their job for 4 months.

However, strengthening relationships and job satisfaction, there is no app for that.

Environment

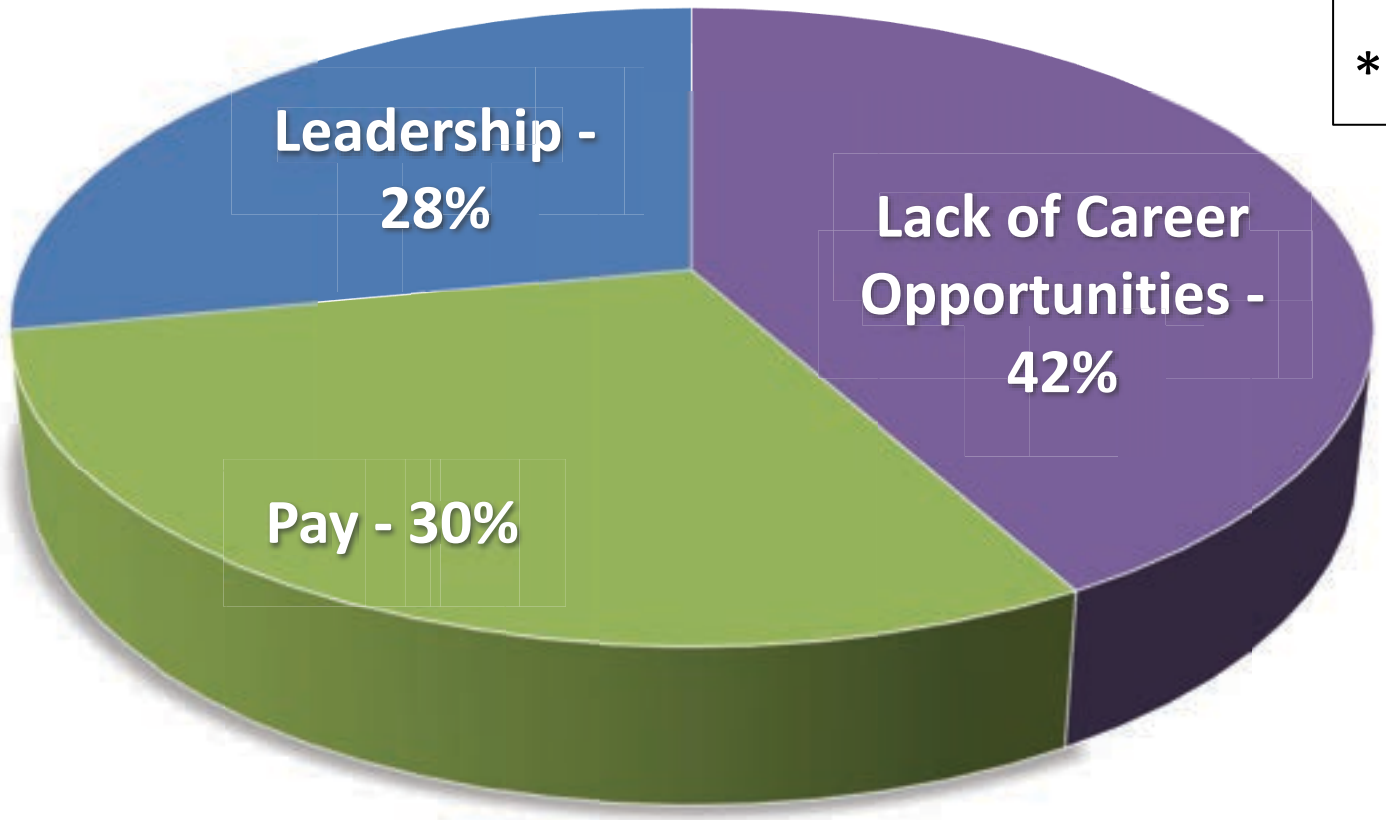
Companies care about numbers more than the people.

Care more about short term gains then the long term life of it.

Lack of good leadership today is hurting them.

Top Three Reasons People Quit

* Autonomy
* Creativity
* Meaning
* Making an impact



Source: CEB HR Leadership Council

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Most Powerful & Misunderstood Generation

Is it Generational or a Life Stage?

Freedom

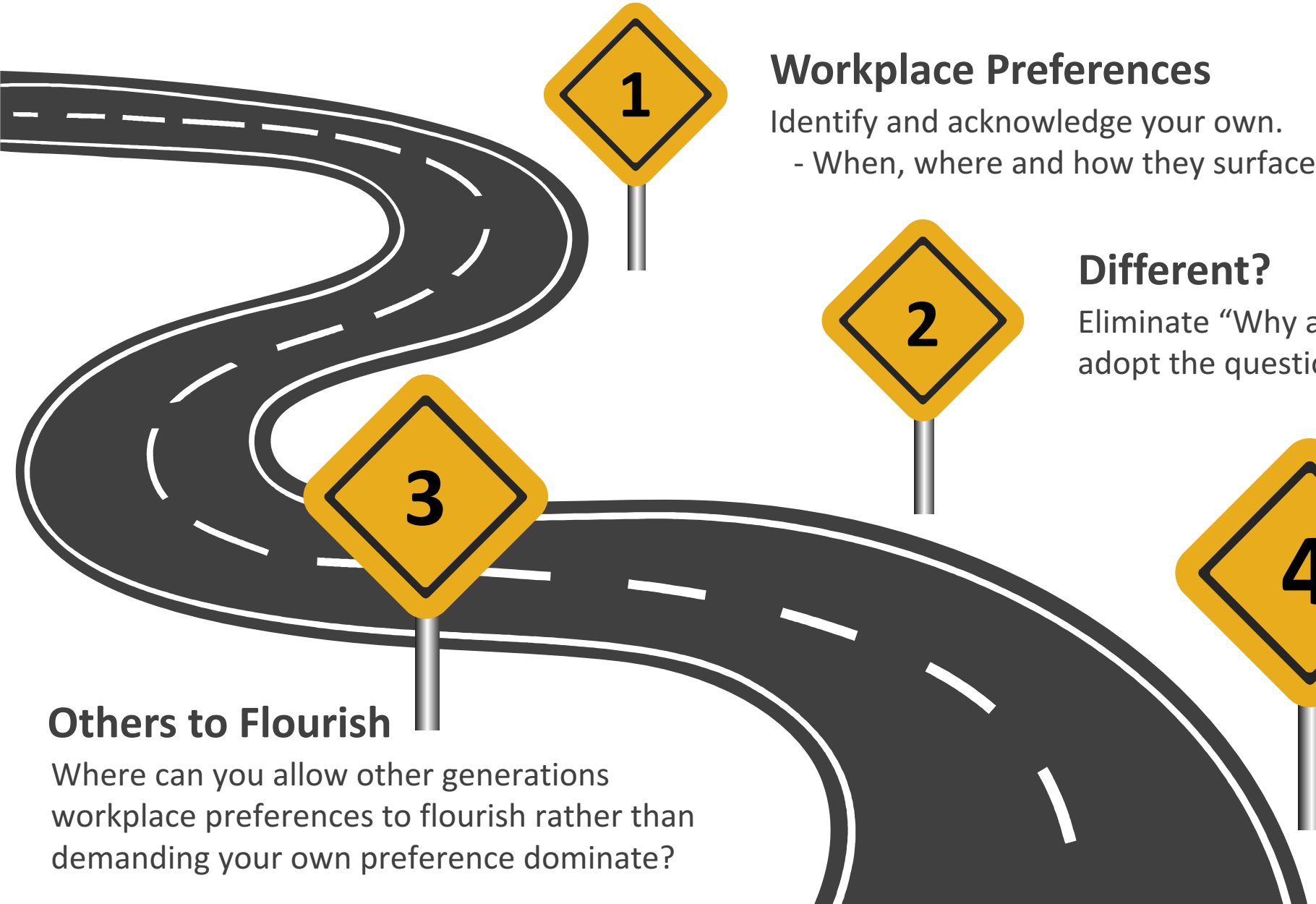
Choice

Change

All Generations Want…

- Valued, Respected and Treated Fairly
- Recognized for a job well done
- Work that provides personal satisfaction
- A clear sense of purpose from employers

Leading Multi-Generational Teams



Workplace Preferences

Identify and acknowledge your own.
- When, where and how they surface?

Different?

Eliminate “Why are they different?” and adopt the question “How am I different?”

Others to Flourish

Where can you allow other generations workplace preferences to flourish rather than demanding your own preference dominate?

Compromise

Are there parts of your workplace that compromise is impossible? Have you clearly explained what they are and why?

Action Plan

What changes will you make based upon what you have learned today?

- ❑ Relationships
- ❑ Rules
- ❑ Work Environment

Working Across Generations

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