
Blending Generational Differences in the Workplace

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SIUE Project Management Symposium
Friday, November 17, 2017

Agenda

- Introduction
- Session Objectives
- Generation Cohorts
- Case Studies
- Summary
- Wrap Up

Have You Heard These Comments?



"We're all trying to get the work done but he never puts down his phone!"

"How do you motivate them?"

"Work isn't fun anymore!"

"It's worked for 40 years, why does it have to change?"

"Half the day is gone before she comes to work!"

"We are all part of a team, why can't he be a team player?"

"If I hear that's how it's always been done one more time!"

"Why can't we use technology more?"

"I got more work done before I even came into the office today!"

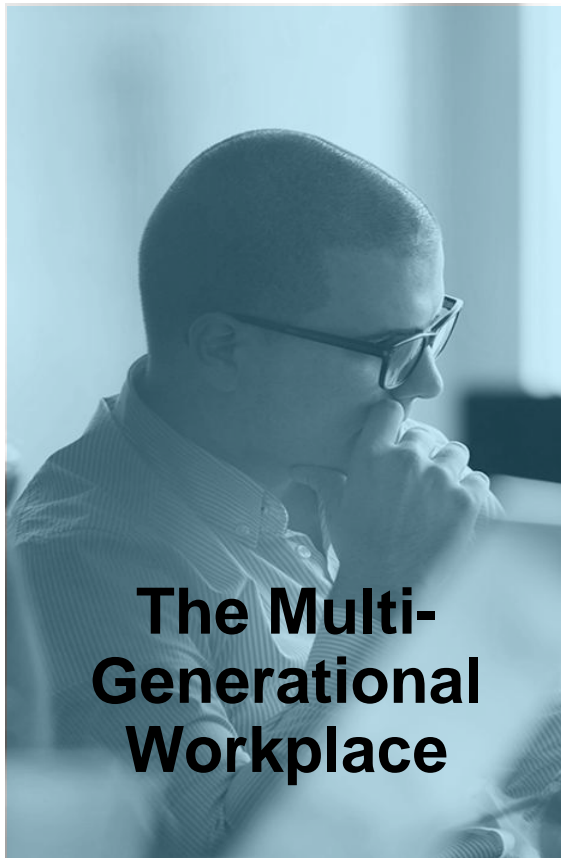
"Why are we moving so slow, it should be done faster than this!"

"Why should I waste my time teaching her, she won't be here in a year!"

Session Objectives

- Differentiate characteristics between generations
- Adapt and leverage generational characteristics
- Propose advantages of blending generational differences
- Learn how to motivate team members of each generation
- Discuss how to effectively communicate with each generation

Our Teams Today



By 2020 there will be 5 Generations in the Work Place.



Today 1 in 3 employees reports to someone younger.



Today 1 in 7 employees reports to someone a full decade younger.



Age and experience no longer are indications of role.



Multi-generational teams offer a diversified way of looking at a project.

Generation Data

- Traditionalists are staying in the workforce longer

- Baby Boomers are staying in the workforce longer

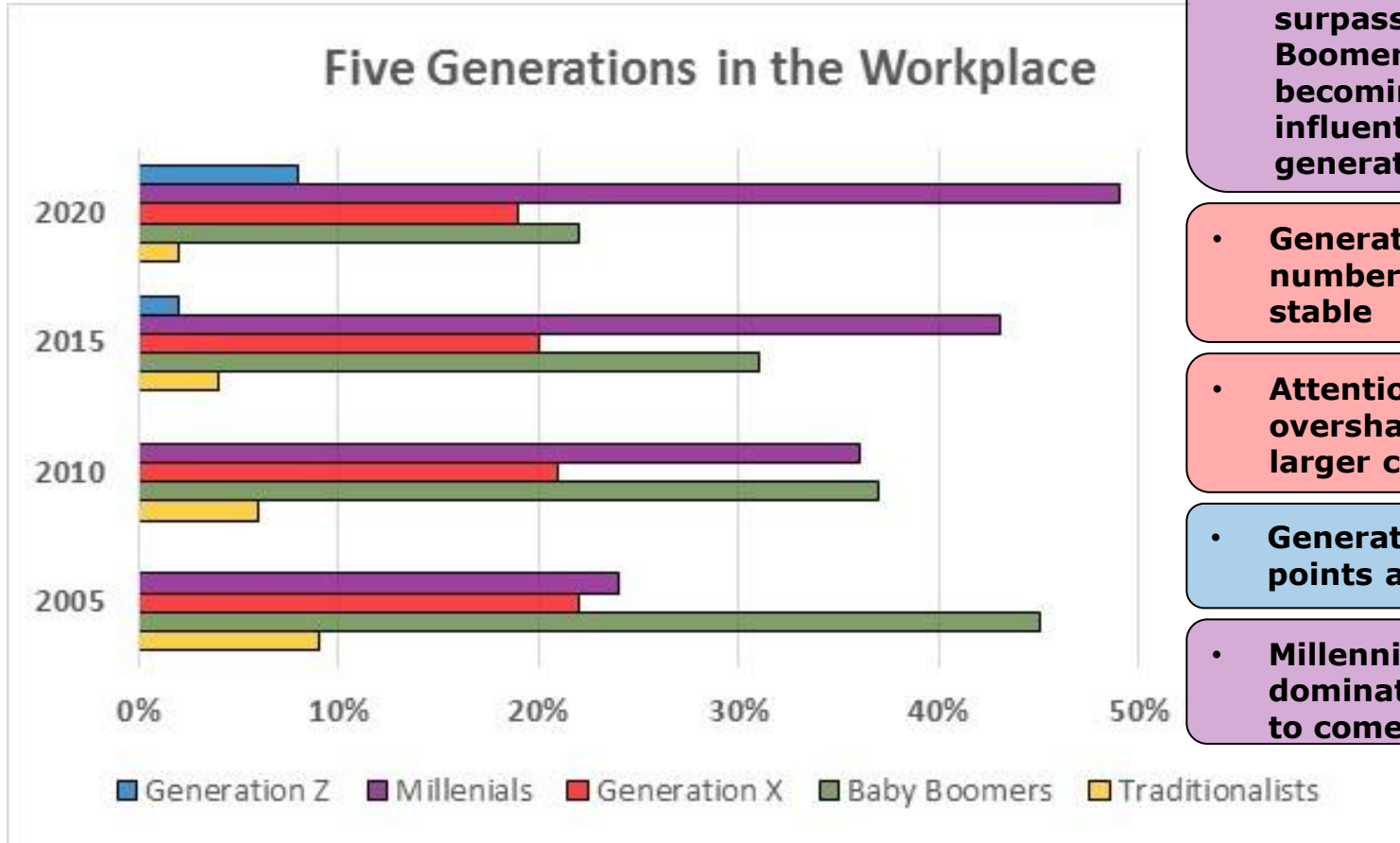
- Millennials surpass Baby Boomers becoming most influential generation

- Generation X numbers remain stable

- Attention is overshadowed by larger cohorts

- Generation Z data points are evolving

- Millennials will dominate for years to come



How Do You Make Sure All Generations Are Heard?



Traditionalists

Baby Boomers

Generation X

Millennials

Generation Z

Generation Cohorts



Traditionalists



Baby Boomers



Generation X



Millennials



Generation Z

- Major economic and military events
- Patriotic and loyal
- Fiscally conservative
- Faith in institutions

- Nuclear families
- Civil Rights
- Anti-War and government
- Equal rights
- Optimism, anything is possible

- Latchkey kids
- Volatile economy and global competition
- Diverse, non-traditional

- Social networking and mobile games
- Flexible and self-reliant
- Personal freedom and equality

- Facebook and high speed internet
- Achievement and civic duty
- Diversity and social conscious

What They Want From Work



Traditionalists



Baby Boomers



Generation X



Millennials



Generation Z

- **Established rules**
- **Strong leadership authority**
- **Employer loyalty**

- **Employer loyalty**
- **Company commitment**
- **Documented feedback**

- **Immediate and continuous feedback**
- **Work/life balance**
- **People (not Company) loyalty**

- **Continuous learning**
- **Fun at work**
- **Workplace location and flexible hours**
- **Feedback**
- **Dedicated cause**

- **High expectations of leadership**
- **Expect to work for success**
- **Return to employer loyalty**

How To Motivate Them



Traditionalists



Baby Boomers



Generation X



Millennials



Generation Z

- **Recognize experience as valued and respected**
- **Acknowledge tacit and historical knowledge**

- **Show appreciation for quality of work**
- **Recognize work as valued and needed**

- **Empower and encourage innovation**
- **Provide challenges and opportunity**

- **Provide opportunities to network**
- **Provide opportunities to work with people outside the team**

- **Show "dream" positions of aspiration**
- **Help them work toward these opportunities**

How To Keep Engaged



Traditionalists



Baby Boomers



Generation X



Millennials



Generation Z

- Provide ways to get results daily
- Take time to provide chances to build skills
- Give loyalty and support

- Help become comfortable with technology
- Specific points when providing feedback
- Be direct in messaging

- Provide competitive pay
- Don't micro-manage
- Establish strong vision and good reputation

- Embrace technology
- Provide rapid advancement opportunities
- Offer flexibility in work locations and hours

- Embrace ALL diversity
- Establish active community in and around workplace
- Support environment sustainability

Why Should This Matter to Me?

- Increase in productivity on project teams
- Increase in creativity delivers better project solutions
- Increase in employee satisfaction and morale makes better project teams and better results delivered
- Increase in positive interactions drives all stakeholders to achieve more



Case Studies

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Case Study 1 - Good

Description	Challenge
Small, manufacturing company in Franklin, Ohio	-Friction over differing values, like: <ul style="list-style-type: none">• Work ethic• Goal orientation• Professional expectations -Long-held stereotypical opinions

Solutions to Bridge the Gap

- Encouraged fair, consistent, respectful management skills
- Leadership was encouraged to clearly communicate expectations
- Creative engagement practices
- Mentoring – no formal system set up, but endorsed by leadership

Case Study 2 - Better

Description	Challenge
Small, privately owned software company in Southeast US	Interpersonal tension between generations due to different communication styles
Solutions to Bridge the Gap	
<ul style="list-style-type: none">-Assign videos & readings on generational differences-More experienced employees coached less experienced employees on soft skills-Focus on the company's bigger picture	

Case Study 3 - Best

Description	Challenge
Large engineering firm in Overland Park, Kansas	Friction due to transfer of responsibility from experienced to inexperienced project leadership

Solutions to Bridge the Gap

- Address, don't ignore intergenerational friction
- Support from leadership for less experienced employees
- Focus on direct communication to communicate all employees feel understood and valued
- Provide formal structures for mentorship

Wrap Up

- Stay respectful, flexible and understanding
- Avoid stereotyping
- Learn from one another
- Tailor communication
- Don't overlook similarities
- Incorporate frequent and varied teambuilding activities

How would you address these now?



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OPEN DISCUSSION



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