



Human Resources Professional Interest Section Meeting

February 10, 2022

- Welcome
- Upcoming Events
- Leveraging Generations in the Workplace

Professional Interest Section Meetings / Professional Development:

- February 17 - Child & Family Services (10 AM-Noon)
- April 21 - Community Supports (10 AM-Noon) / Employment Supports (12:30-2:30 PM)
- May 12 - Financial Management (10 AM-Noon) / Human Resources (12:30-2:30 PM)

Upcoming Member Forum and Board of Directors Meetings:

- February 25 - Member Forum / Board of Directors Meeting
- March 25 - Member Forum / Board of Directors Meeting

Registration for each meeting is available 3 weeks in advance. Recordings and materials will be available on the [INARF Member Portal](#) within 2-3 business days following each meeting.

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Leveraging Generations in the Workplace

James W. Officer, III, CEO, LEL Home Services, LLC



UNDERSTANDING GENERATIONS IN THE WORKPLACE

When you Know Better...You Do Better

OBJECTIVES

01

Explore
generational
differences

02

Discuss the impact
of multiple
generations in the
workplace

03

Uncover common
generational
conflicts

04

Examine strategies
for better
communication
between
generations.

05

Foster an
appreciation for
generational
differences

06

Inspire interest to
learn more about
the subject

HMMM...



What brought you to this session?

Why is this an important conversation?

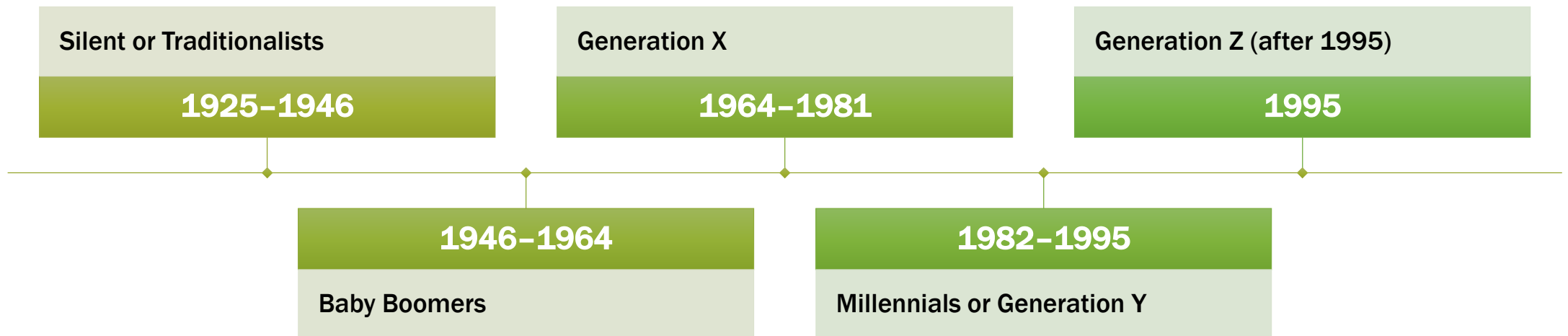
Can discussing generations in the workplace make the D/I conversation easier?

Tell a story about a generational conflict you've had.

What do you hope to take from this conversation?

5 GENERATIONS @ WORK

BEGINNING AND ENDING YEARS FLUCTUATE



Characteristics	Maturists (pre-1945)	Baby Boomers (1945-1960)	Generation X (1961-1980)	Generation Y (1981-1995)	Generation Z (Born after 1995)
Formative experiences	Second World War Rationing Fixed-gender roles Rock n' Roll Nuclear families Defined gender roles (particularly for women)	Cold War Post-War Boom "Swinging Sixties" Apollo Moon landings Youth culture Woodstock Family-oriented Rise of the teenager	End of Cold War Fall of Berlin Wall Reagan / Gorbachev Thatcherism Live Aid Introduction of first PC Early mobile technology Latch-key kids; rising levels of divorce	9/11 terrorist attacks PlayStation Social media Invasion of Iraq Reality TV Google Earth Glastonbury	Economic downturn Global warming Global focus Mobile devices Energy crisis Arab Spring Produce own media Cloud computing Wiki-leaks
Percent of Global Population	5%	15%	20%	27%	32%
Aspiration	Home ownership	Job security	Work-life balance	Freedom and flexibility	Security and stability
Attitude toward technology	Largely disengaged	Early information technology (IT) adaptors	Digital Immigrants	Digital Natives	"Technoholics"- entirely dependent on IT; limited grasp of alternatives
Attitude toward career	Jobs are for life	Organizational: careers are defined by employers	Early "portfolio" careers - loyal to profession, not necessarily to employer	Digital entrepreneurs - work "with" organizations not "for"	Career multitaskers - will move seamlessly between organizations and "pop-up" businesses
Communication media	Formal letter	Telephone	E-mail and text message	Text or social media	Hand-held (or integrated into clothing) communication devices
Communication preference	Face-to-face	Face-to-face ideally, but telephone or email if required	Text messaging or email	Online and mobile (text messaging)	Facetime
Technology Milestone	Car	TV	PC	Smartphone	AR/VR

Learning opportunities. Employees of different ages offer plenty of opportunities to share experiences, ideas and thoughts with each other.

Mentoring. You can create a mentorship program, wherein employees of different generations are matched to create a partnership where they can learn from one another.

Pooling of skills. Every generation introduces its own set of skills to the workplace.

Increased innovation. Diverse experiences lead to diverse ideas, which can increase innovation for your business.



BENEFITS OF A MULTI-GENERATIONAL WORKPLACE

...AND THE CHALLENGES

Discrepancies between different work styles. Imagine that you have a baby boomer employee who abides by a strict 9-to-5, Monday-to-Friday schedule with little deviation and a millennial employee who works from home twice a week and leaves for an hour during the day to take their dog for a walk – how do you accommodate these working styles?

Supporting different values. Each generation has different values it prizes. For example, Gen X appreciates flexible working arrangements and promotional opportunities; boomers value individuality and material success; millennials like personal freedom and engaged workplaces; and Gen Zers prioritize creativity and progressive thinking..

Varying communication styles. Communication styles can significantly impact how your business runs. Each generation has different communication styles and preferences. For example, Gen Xers value efficiency, and their communication style can be direct. Millennials and Gen Z tend to use softer words to convey their point.

Conflicts are Inevitable

BEST PRACTICES FOR LEADING

Be flexible. The most important thing you can do with a multigenerational workforce is to be flexible, with everything from working hours to communication styles. Creating a culture of flexibility inspires your employees to be flexible as well, which can help resolve disagreements or differing thoughts on how things are done.



Understand your employees. Get to know your employees as individuals. "My best advice for managing a multigenerational workforce is to listen and understand how your teams do their best work. Certain workers are very visual, while others are auditory or even social. Assigning people tasks that harmonize with their personal style or putting them in teams that complement their skill sets, are important strategies for improving productivity."



Provide opportunities for employees to learn from each other. Each age group has a wealth of knowledge and experience – it's in your best interests to create channels where that knowledge can be shared, e.g., a mentorship program where baby boomers are paired with millennials or Gen Zers, or a mutual mentorship where members of two different generations work together as a team. This can promote team bonding, help your team members understand each other and create higher employee engagement.

BEST PRACTICES CONT...

Avoid stereotypes. Regardless of generation, work harmony can be achieved if these assumptions are removed.

Tailor your communication methods. Since each generation tends to have its favored methods of communication, as an employer, communicate with each of your team members according to their preferences. It may not seem like much, but it demonstrates your recognition of their preferences and that you value them.

Be open to feedback. Management is complex, and we all can improve. Keep communication open so that those you manage feel like they can come to you when something is not working out.

GENERATIONAL SNAPSHOT



<https://www.purdueglobal.edu/education-partnerships/generational-workforce-differences-infographic/>

GENERATION Z

Generation Z are digital natives. To attract them, businesses must build their brands across digital platforms, because this is where you're likely to find them – on social media. When hired, you'll notice that this generation is more actively engaged when they have the right technological tools at their disposal.

When it comes to managing Generation Z, the first thing you need to understand is that this generation doesn't want to read about company policies or ways of doing things. They require mentoring, coaching, and learning opportunities from their seniors. This is the only way you can expect them to grow.

MILLENNIALS

Millennials currently make up the largest chunk of the workforce. Born between 1981 and 1996, this generation grew up without the internet, with old brick phones, dial-up modems, and VHS tapes. However, this generation was present at the time of the digital revolution, so they adopted social media platforms, tech gadgets, and business technology more quickly than older generations.

As far as work is concerned, Millennials started their careers at the turn of the century which affected how they perceive long-term careers. These professionals care about their performance and don't shy away from judging their managers. To effectively manage them, you need to be transparent and honest with them. More importantly, never judge their work by the hours they put in, but with their results. In terms of rewards, Millennials demand a work-life balance above everything else.

GENERATION X (HIP HOP)

Generation Xers is the generation between Baby Boomers and Millennials who grew up during the evolution of personal computers. Born between 1965 and 1980, this generation is generally more educated, self-reliant, responsible, and hardworking. Since the youngest members are in their 40s, the last thing they expect from management is over-supervision.

They prefer to have greater autonomy when working and are comfortable with most communication forms. However, like Gen Z, they also demand a more flexible work schedule since they're most likely settled into family life.

BABY BOOMERS

Born between 1945-1964, Baby Boomers are renowned for their work ethic and hard work. This generation values face-to-face interaction above any forms of communication considering they didn't grow up with computers or cellphones. However, they're still capable of using technology for job-related functions.

Managers need to acknowledge the hard work Baby Boomers put in and value the knowledge they bring to the table instead of teaching them how things are done. Another way to leverage their knowledge is to have them mentor younger employees.

The Silent Generation is the oldest workforce in the business world today. Born between 1928-1945, they grew up during World War 2 without technology and most modern conveniences younger generations have. This generation has overcome several adverse economic conditions, so managers need to understand that they have established diligent financial habits.

Given their age, professionals from this generation are primarily focusing on healthcare and retirement benefits. So, they prefer flexible work, paid time off, and less workload.

TRADITIONALIST

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Thank you!

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