

# A Multigenerational Workforce

## Identifying and Motivating the Generations @ Work

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# A NEW GENERATION GAP

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- Generation-a group of people born around the same time who exhibit similar characteristics, preferences and values over their lifetime.
- The term 'Generation Gap' was used mostly to describe conflicts between children and parents. Today, the 'Gap' has more of a presence in the workplace, where employees of different generations are finding it difficult to work together because their experiences, goals, and expectations are different.

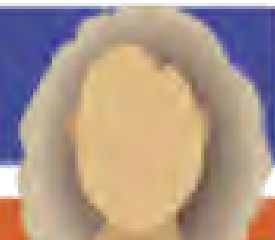
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# The **5** Generations

Traditionalists



Baby Boomers



Generation X



Millennials



Generation Z

# OBJECTIVES

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1. Identify the characteristics, core values, beliefs, motivators, de-motivators of the various generations represented in today's workplace.
2. Determine strategies for motivating and working with employees from different generations.
3. Demonstrate communication techniques for each generation.

# THE GENERATIONS

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Traditionalists/Veterans: Born before 1945 - 78+



Baby Boomers: 1946-1964---77 to 59 yrs. old



Generation X: 1965-1980---58 to 43 yrs. old



Millennials: 1981-1996---42 to 27 yrs. old

(Xennials 1977-1983)

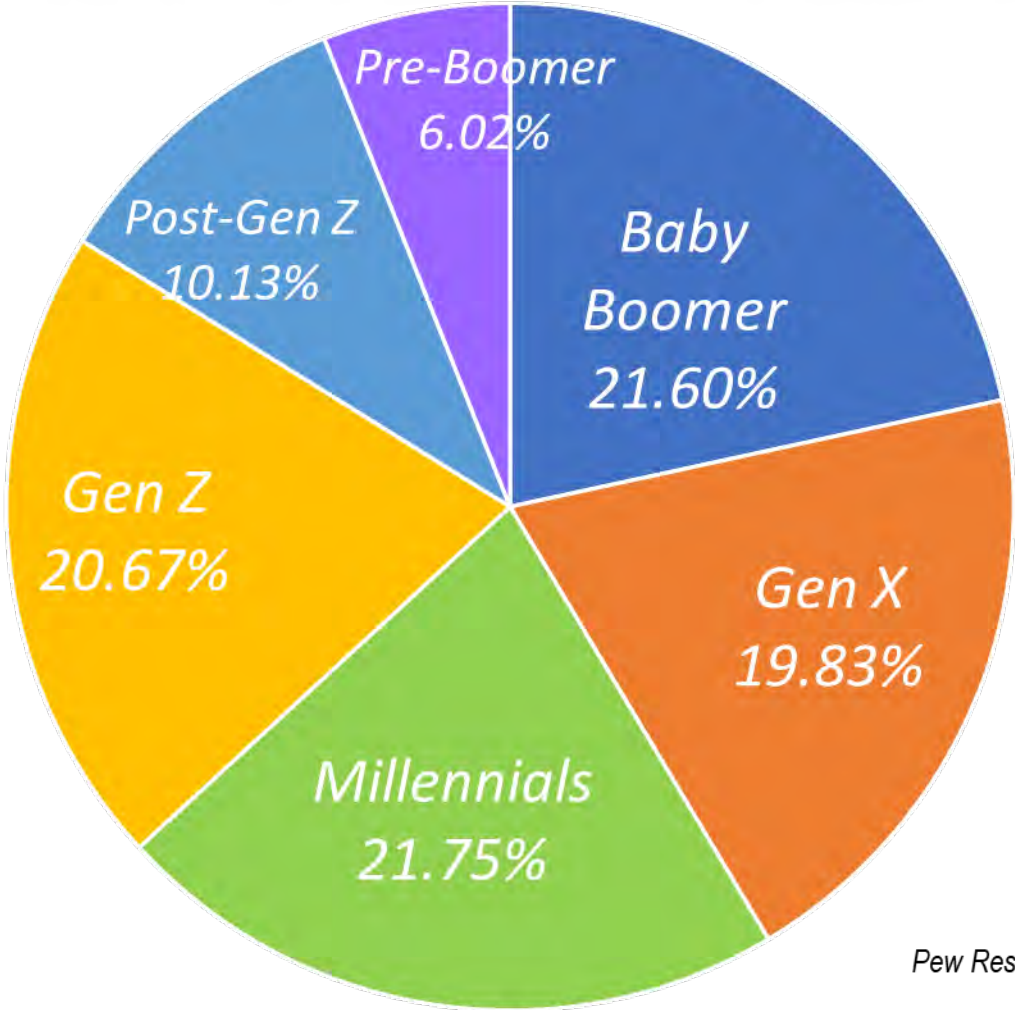


Generation Z: 1997-2012---11 to 26 yrs. old

*Dates can overlap because they are approximate.*

# The Generations – Percent of US Population

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*Pew Research Center, 2021*



# What is This All About?

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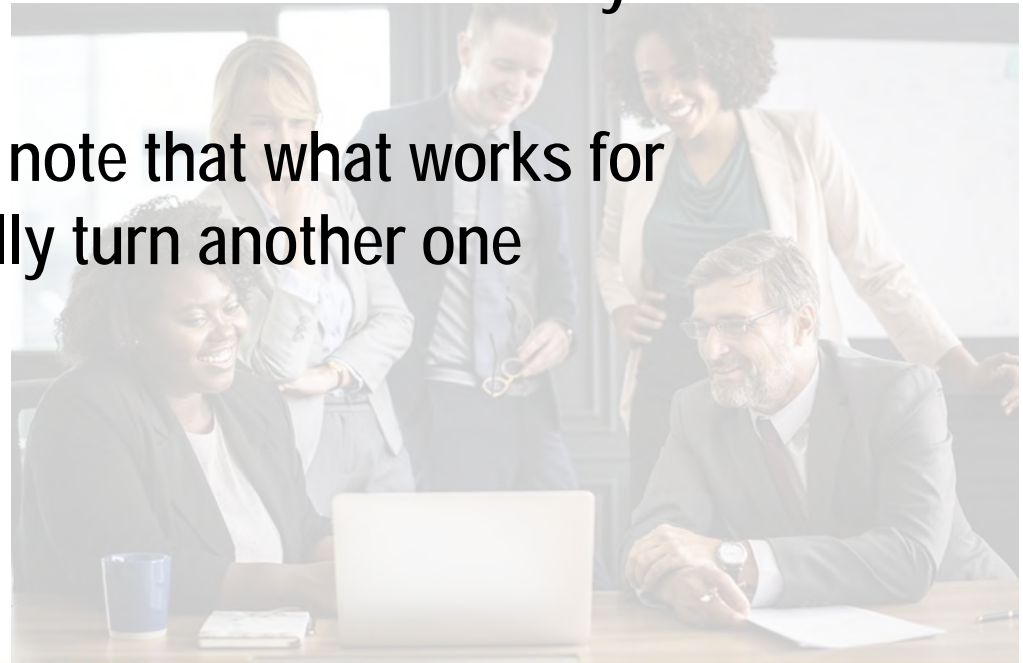
- For the first time in history, we have five generations working side-by-side in the workplace . Grandparents are working with friends of their grandchildren
- These generations are Traditionalists, Baby Boomers, Gen-Xers, Millennials (Y) and Gen Zs



# What is This All About?

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- Each of the generations have been impacted by various events that have shaped who they are and how they work
- It is important to understand what motivates the various generations and how to work effectively together
- It is equally important to note that what works for one generation may totally turn another one away





# THE GENERATIONS

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What do we want?



Better memory!



When do we want it?



Want what?



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# TRADITIONALISTS/VETERANS

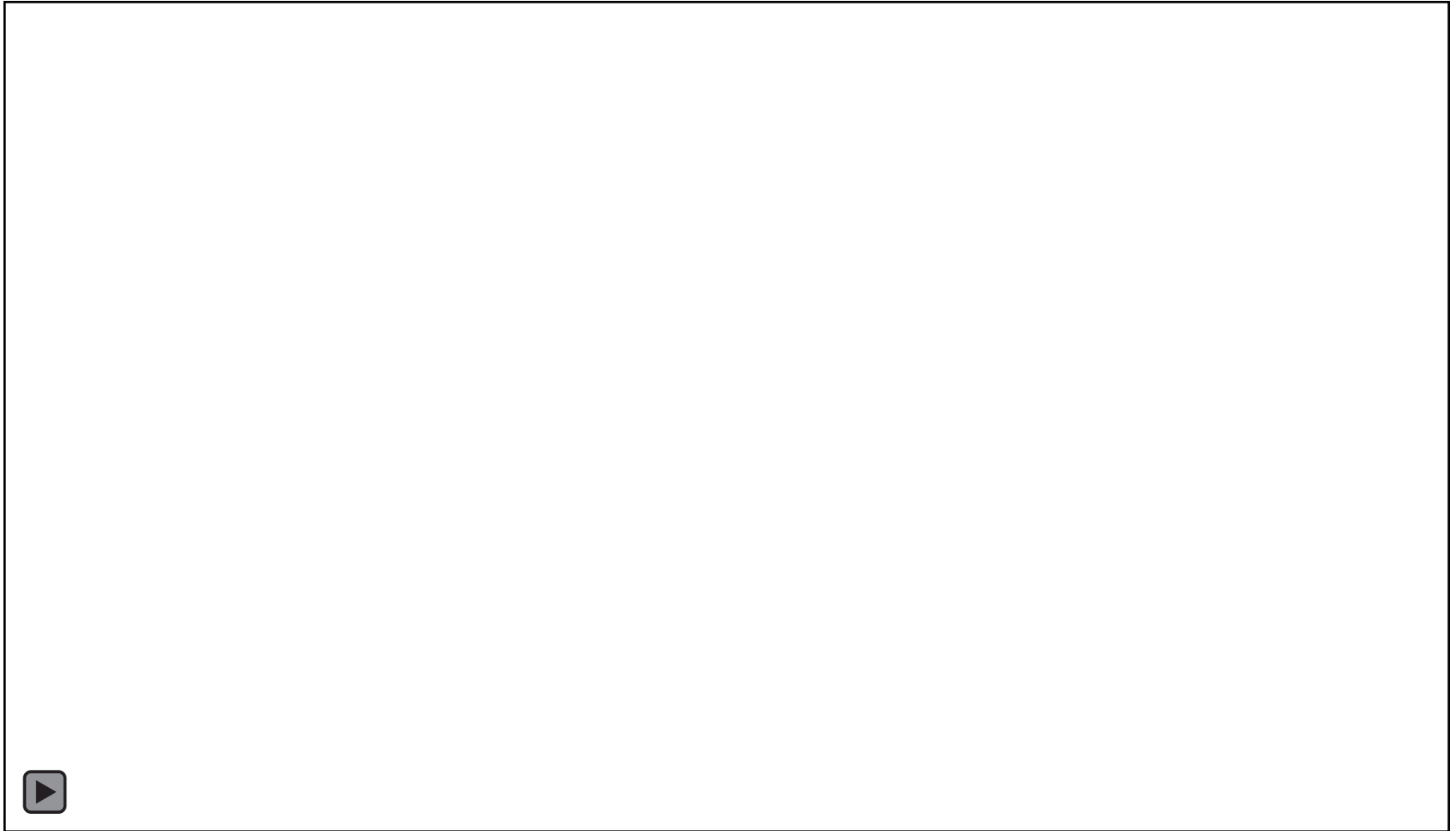
## Born Before 1945

# Have You Ever Seen One of These?



# How the World Sees Traditionalists...

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# TRADITIONALISTS/VETERANS

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## DEFINING EVENTS

- The Great Depression
- World War II
- Korean War
- Social Security Enacted
- Pearl Harbor
- Farming

## INFLUENCES

- Family
- Church
- Radio

## VALUES

- Loyal/Dedicated
- Patience
- Integrity
- Conservative
- Patriotic
- Respect for Authority
- Believe in Discipline
- Personal Sacrifice
- Polite

# TRADITIONALISTS/VETERANS

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- **Loyal to employers and expect the same in return**
- **Possess intellectual and institutional knowledge**
- **Waste not, want not**
- **Have strong work values and ethics**
- **Stoic- Not much feedback given or expected**
- **Fading from the workforce-95% have retired**

# MOTIVATING THE TRADITIONALISTS/VETERANS

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- **Respect**
- **Money**
- **Earn their trust**
- **Recognition**
- **Help them build skills**
- **Personal interaction**
- **Clarify expectations**



# BABY BOOMERS

## 1946-1964

# BABY BOOMERS

## DEFINING EVENTS

- The Pill
- JFK Assassination
- Vietnam
- The Hippie Movement
- The Housing Boom
- Rock-n-Roll
- Woodstock
- 1<sup>st</sup> Man on the Moon
- Television
- Civil Rights Movement

## CHARACTERISTICS

- Optimism
- Personal Gratification
- Growth
- Appearance
- American Values



# BABY BOOMERS

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- **The “Me” Generation-chasing the American Dream**
- **Accept consensus rather than disagree**
- **Can demonstrate patience**
- **Goal/Career oriented**
- **Ability to handle a crisis**
- **They have significant professional experience-company loyalty**
- **They are the managers that are running our organizations today-beginning to retire**

# MOTIVATING THE BABY BOOMERS

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- **Flexibility**
- **Titles and authority commensurate with their responsibility**
- **Promotions**
- **Recognition**
- **Involve them in decision making**
- **Provide opportunities to mentor**
- **Value their expertise**

# GENERATION X

GenXers

1965-1980

# GENERATION X

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## DEFINING EVENTS

- MLK Assassination
- Global Energy Crisis
- Stock market Plummetts
- Aids Identified
- Three Mile Island
- Watergate
- Latchkey Kids

## CHARACTERISTICS

- Skepticism
- Disillusionment
- Independent
- Resourceful
- Self-directed

## INFLUENCES

- Television-MTV
  - Computers
  - Rap Music
- The first video games

# GenXers



- The next generation of leaders
- The most formally educated generation
- Entrepreneurial
- Goal oriented
- Want to be challenged
- Thrive on independence
- Free agents vs. Company Loyalists

Job security is about mobility... not stability

("If you want loyalty, get a dog.")

# GenXers

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- Focused
- Positive attitudes
- Entitled and ambitious
- High expectations
- Don't take criticism well
- Sociable
- Techno-savvy
- Hands-on





# MOTIVATING GENERATION X

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- Provide straightforward feedback
- Wants mentoring
- Allow for working independently
- **Autonomy** and freedom in the way they do their jobs(do not micromanage)
- Give them opportunities to lead
- Keep them in-the-know
- Keep it fresh-must constantly learn new things to stay motivated

# MILLENNIALS

(Generation Y)  
Born 1981-1996

# HOW THE WORLD SEES MILLENNIALS...

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We lost.

# MILLENNIALS

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## Defining Moments

- Oklahoma City Bombing
- Columbine High School
- 9/11
- Challenger Disaster
- The Clinton/Lewinsky Scandal
- Afghanistan and Iraq wars
- The Crack Epidemic



## Characteristics

Distrustful (of Authority)  
Confident  
Focused  
Ethical

## Influences

- Video Games
- Cable Television
- Harry Potter
- Britney Spears
- Reality Television
- Facebook



# MILLENNIALS...



## ...And Family

- Had over-involved parents (helicopter parents)

25% living with parents (2022)  
more men than women

- Are the “babies on board”

## ...Their Values

- Closest to those of Veterans
- Accountability
- Embrace diversity and community service

## ...On Life

- Confident and hopeful
- Busy kids, highly scheduled (soccer, T-ball, karate)

## ...With Technology

- The digital generation
- Plugged in, logged on, wirelessly connected
- *Cyber friends* all over the world

# MILLENNIALS AT WORK

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- **Multi-taskers**
- **Bored with repetitive tasks**
- **Achievement oriented**
- **Value inclusion and multi-culturalism**
- **Open minded, not set in their ways**
- **Need constant feedback/praise**
- **Work well with groups/teams**
- **Make a difference**
- **Flexible**
- **Want mentors**
- **Expect respect**
- **Want a challenge**
- **Will question authority**
- **Can-do Generation**

# MOTIVATING THE MILLENNIALS

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- **Allow them to get creative-Utilize their innovation**
- **Be personable**
- **Make groups and teamwork a part of their job.**
- **Peer-to-peer recognition**
- **Shorter and more frequent tasks**
- **Respect their independence**
- **Provide opportunities for growth and development**

# GENERATION Z

## I Generation

## GenTechs

## Born 1997-2012



# GENERATION Z

## Defining Moments

- The Great Recession-2008
- Transgender Rights
- Gender Equality
- Hurricane Katrina
- Terrorism
- First Black President

## Characteristics

Socially Conscious

Pragmatic

Opinionated



## Influenced By:

- Smartphones
- Social Media: Instagram  
Twitter  
Facebook  
Linked-in  
Tinder  
Snapchat
- DIY Projects
- Internet Technology

# GENERATION Z at WORK

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- Risk Takers
- Multitaskers
- Easily accepts new ideas
- Socially Responsible
- Politically involved
- Tend to be more conservative
- Healthy level of skepticism
- Highly skilled in technology
- Value Mentorship
- If they are not engaged, you will lose them
- Want to change the world



# MOTIVATING GENERATION Z

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- **Purpose** and Fulfillment
- Desire for diversity
- Technology is a must-have
- Incorporate social/work events
- Regular status updates
- Keep them connected
- Value their opinion and input
- Show them you know them



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If you want your workplace to thrive (grow)...

**LEARN TO MAKE IT WORK TOGETHER!!!**



# COMMUNICATION IS KEY

This mix of ages adds diversity, but can also create a few challenges, especially as it relates to communication. When done right, communicating with employees across generations can be an advantage of the workforce. However, all generations appreciate honest and authentic communication.





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# Communication Techniques

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- **In Person**-Arrange for meetings or one-on-one discussions for important information, particularly when involving *traditionalists*, who may lean towards such formalities as the norm.
- **Phone Call**-Email-*Gen Xers* prefer email correspondence, while baby boomers and millennials are all accepting of its use in business. Traditionalists should be capable of using email, but typically prefer more personal methods of communication.
- **Text**-*Millennials* were born in an era when texting was common, and they find its use easy and often preferred.
- **Social Media**-Millennials and GenZs consider social media a part of their life, often without differentiating between what's personal and what's professional.
- **Office Communication**-Programs-Programs such as Skype for Business, Slack, or Bitrix24 are excellent alternatives to public social media options

# COMMUNICATION

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- **Acknowledge/discuss the generational differences amongst your team**
- **Establish rapport**
- **Ask about needs and preferences**
- **Develop an action plan specific to the members of your team**
- **Build on strengths**
- **Offer options**
- **Talk about conflict...do not let it fester**



# COMMUNICATION

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## Messages that Motivate:

- **Veterans**- Your experience is respected here
- **Baby Boomers**-Your contributions is unique and important
- **Xers**-We can try it your way
- **Millennials**- You can help us to grow
- **Gen Zs**-Your ideas help to keep us relevant

# PROCEED WITH CAUTION

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- **Don't stereotype!**
- **Create space for different communication styles**
- **Implement collaborative training**
- **Encourage flexibility**
- **Provide mentorship**
- **Foster belonging**
- **Observe cultural and regional differences.**
- **Don't allow generational differences to define professionalism.**



Each of us has our own unique characteristics. It is our differences that make our lives together interesting and rewarding. Everyone has something to contribute. We all need to remember to accept others for who they are and look for the best that they have to offer.





**PLEASE RESPECT MY GENERATION**

# Stay Tuned...

# The Alphas Are coming!

