



Ohio National Guard



Generations in the Workplace

MODULE 4

NATIONAL GUARD TECHNICIAN PERSONNEL MANAGEMENT COURSE



Generations in the Workplace

As a leader, you must ensure mission success and:

- Recognize the generations in your workplace
- Understand the strengths, weaknesses and job-related needs of each generation
- Examine how the culture of your organization affects the ability of the generations to work together;



Why Should I Care?

- Different people / generations have different needs
- Working with people requires an understanding of others' values and traits
- By understanding these differences, individuals have a better chance of understanding each other
- The more you understand someone, the better you can work with and manage people = mission success.



The Generations



Veterans: Born Before 1943



Baby Boomers: 1943-1964



Generation X: 1965-1980



Millennials: 1980-2000





Veterans . . .

...On Money

- Save, save, save
- Buy a first home
- Pay in cash
- Join the Christmas Club
- Use lay-away

...On Authority

- Embraces it
- Likes law and order
- Functions best in structure

...Their Work Ethic

- Work and sacrifice
- Pride and dedication
- Job for life

...About Self

- Family-oriented
- Conservative
- Prepare for unknown





Veterans

- Defining Moments

- Television
- Korean War
- I Like Ike!
- End of the Depression
- WWII
- Home ownership
- Truman fires MacArthur

- Popular Culture

- Hoola Hoops
- Ozzie and Harriet
- Your Show of Shows
- Poodle skirts
- Personal cars
- Communists in Hollywood
- Drive In Movies





Baby Boomers...



...On Money

- Reacted to frugal parents
- Spend now, pay later
- Have plastic and don't leave home without it

...On Authority

- Question it
- "Don't trust anyone over 30"

..Their Work Ethic

- Live to work
- You are what you do
- Worth ethic = work ethic

...About Self

- Generation of soul searchers
- Self gratification important
- Not good at commitment
- Generation of self-help, Yoga, Meditation



Baby Boomers

- Defining Moments

- Assassinations of JFK, MLK
- Vietnam
- Rosa Parks
- 1968 Democratic National Convention
- Kent State
- Forced integration at the University of Alabama

- Popular Culture

- The Beatles
- Motown
- Captain Kangaroo
- Laugh In
- Catch 22
- Olympics





Generation X...



...On Independence

- Were latchkey kids, the children of workaholic Baby Boomers
- Had to become self-reliant, independent

...On Family

- Grew up with parents that believed in "quality time" but found the concept meaningless
- Many came from homes of divorced parents or two working parents

...About Work

- Work to live
- Believe in balance between family and work
- Don't believe you CAN have it all

...About Authority

- Unimpressed by it
- Not against it, just indifferent
- Saw too many "role models" fall off the pedestal



Generation X

- Defining Moments

- The Challenger Explosion
- Watergate
- Gulf War
- War on Drugs
- President Reagan is shot
- Anwar Sadat is assassinated
- The U.S. boycotts the Olympics in Russia
- Hostages held in Iran

- Popular Culture

- Sesame Street
- Muppets
- Michael Jackson
- Star Wars Trilogy
- E.T.
- Slackers





Millennials...



...On Family

- Had over-involved parents
- Were the “babies on board”

...Their Values

- Closest to those of Veterans
- Accountability
- Least promiscuous of the four generations
- Embrace diversity and community service

...On Life

- Confident and hopeful
- A new demographic: Baby Gap, Pottery Barn-Kids
- Busy kids, highly scheduled (soccer, T-ball, karate)

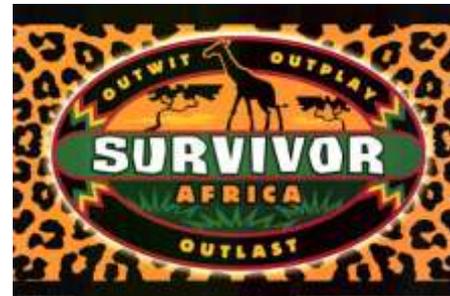
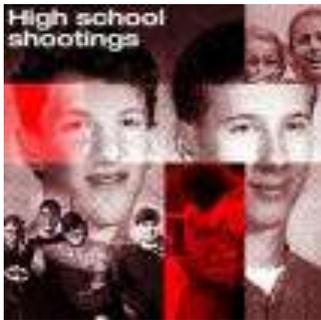
...With Technology

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



Millennials

- Defining Moments
 - Oklahoma City Bombing
 - Shootings at Columbine
 - The Clinton/Lewinsky Scandal
 - 9-11
- Popular Culture
 - Barney
 - X games
 - Rap
 - Brittany Spears
 - Reality TV





Character Traits

Veterans

- In it for the long haul
- Company comes first
- Direct-take charge-look for results
- Works hard and expects others too
- Wary and untrusting of technology
- 10% college degrees

Generation X

- Balance work and personal life
- Self-preservation and self-loyalty
- Informal at work, humor, bored if not challenged
- Asks “why” and needs answers
- Seen by others as whiners, and think their entitled
- 22% college degrees

Baby Boomers

- Loyalty to company is critical and often comes before self and family
- Keep proving themselves
- Live to work, expects others too
- Consensus and harmony
- 18% college degrees

Millennials

- Multitask , bored with repetition
- Value diversity and inclusion
- Open minded-not set in their ways
- Constantly improving their skill set to advance career
- See themselves as short-term workers providing a service
- 10% college degrees... so far...



Chain of Command / Work Ethic

Veterans

- Comfortable and prefer rank structure
- Respect authority
- Clear lines of who's in-charge and subordinates
- Dedicated and dependable
- Won't rock the boat and will get the job done without questions
- Inclusion: Diversity is new to them = grew up with segregation

Generation X

- Hierarchy and rank structure is meaningless to them
- Task oriented
- Need balance of duties
- Believe in leaving at scheduled time
- Inclusion: Tolerant

Baby Boomers

- Love-hate relationship with rank
- Pay your dues but question authority
- Driven, workaholics
- Go above and beyond to make it and will work over on their time
- Inclusion: Equality and Fairness

Millennials

- Determined, while unimpressed by rank, age, tenure, accomplishments
- Don't respect those who are know-it-alls
- Show them knowledge and expertise and ask them how to apply theirs – and they will give you respect
- Work best if they have a say in how things are done and can use their creativity
- Inclusion: I'm OK - You're OK