Generational Dynamics in the Workplace

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Golden Rule
The Better Rule

Create powerful, effective workplace relationships by treating your colleagues (and your clients) the way they want to be treated.

So how do you do that...?
The U.S. Generations

If you are... * 2014

Then we call you...

69 years old or older
(b. 1945 and before)

50 years old to 68
(b. 1946 - 1964)

38 years old to 49
(b. 1965 - 1976)

20 years old to 37
(b. 1977 - 1994)

Civic

Baby Boomer

Gen X’er

Gen Y’er

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Matures, GI’s, Greatest Generation
58 million

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Civic Values and Preferences
Dedication and sacrifice
Hard work
Conformity
Stability and security
Respect for authority
Delayed gratification…
Baby Boomers
Boomers
“Me” Generation
78 million

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Kennedy Orders Blockade of Cuba
As Reds Build Nuclear Bases There; U.S. Will Sink Defiant Arms Ships

The Weather

Navy to Stop
And Search
Cargo Craft

U.S., Russia
Now Facing
Test of Will

President Calls Off
All Campaign Trips

Crisis Sends
Stock Prices
Plummeting

Hexisphere
Held Peril By Missiles

President Needs
History's Lesson

Impact Shattering
To World Capitals

Pro-Communist
Charged With Act

Gore Connolly
Resting Well

Johnson Becomes President

Johnson Takes
Nation's Ribs
Page 1 and 2

Page 15}

The Dallas Morning News

KENNEDY SLAIN ON DALLAS STREET

JOHNSON BECOMES PRESIDENT
Boomer Values and Preferences
Work
Self
Involvement
Personal Gratification
Community

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Generation X
X’ers, Baby Busters
48 million
Original “latchkey” kids
What about Gen X heroes?
No heroes
Values and preferences
Fierce Independence
Change
Technoliteracy
Skepticism
Work is ‘just a job’
Enjoy autonomy

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Millennials, Echo Boomers
~80 million
The new Generation Me
Generation Me

2/3 of current college students above average on narcissism ...30% more than in 1982!

“The Greatest Love Of All” is all about love for...?
Their heroes?

**Good News:**
Parents
Grandparents

**Bad News:**
Paris, Lindsay, Nicole, Britney

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Values and preferences
Confident
Techno-fused
Moral
Civic minded
Egalitarian
Collaborative
Every generation is different and members of each hold unique core values and preferences that tell you how they want to be lead, managed and inspired in the workplace

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I WANT YOU FOR U.S. ARMY
NEAREST RECRUITING STATION

You bring the talent, we’ll bring the training.

Today’s Army wants to join you.

BE ALL THAT YOU CAN BE

AN ARMY OF ONE
Civics

COMMUNICATION

- Communicate personally
- Face to face, in person communication is powerful and resonant
- Email good too, though not a replacement for face to face
Civics

- Offer and stress security and stability
- Repeat: “It’s valuable to the rest of us to hear what has and hasn’t worked in the past.”
- You’ve earned it messages
- Respect is key! Sir & M’am are required!
Baby Boomers
Boomers

- Personal experience communication is key

- Email good, but again, as with Civics, do not let email totally replace in person, or even on the phone, communication (and recognize it as personal)

- Note: many Boomers are texting
Boomers

- Relate to goals of career enhancement, personal growth and success
- Support their efforts to make a difference, overcome challenges and win (all visibly)
- Understand their desire to positively impact community...
6 in 10 Boomers are “especially interested” in careers that improve the quality of life in their communities.

Half want work that will help others.

70 percent of WOMEN BOOMERS say it is “very important” that a job give them a sense of purpose.

Most Boomers think this will be hard to find…
Generation X

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Communication should be

- Fast
- Impersonal
- Informal
- Email good, SMS good, Skype (VOIP) good

Practice tip: don’t call in response to an email!
Xers

- Work-life balance
- Technology in everything
- Recognize the need for independence
- No more dues-paying

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Gen Y

- Communication must be immediate
- SMS & IM are dominant
  - Note: email too slow!
- Meet them on their turf…Web 2.0
  - Facebook, YouTube, Twitter, Flickr, etc
1 in 3 Gen Yers said he/she would prioritize social media freedom, device flexibility and work mobility over salary in accepting a job offer.
Gen Y

- Collaboration is king
- Equality culture rules
- Highest technology (Dropbox...)
- You are special and unique and different

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Do this!
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