

HEY DUDE!

Understanding Age Diversity in
Today's Workplace



Sally Field...



...through the years

Generations in the United States

● Matures

> (born prior to 1946)

● Baby Boomers

> (born 1946-1964)

● Generation X

> (born 1965-1980)

● Millennials

> (born 1981-1999)

Why “*they*” are they way they are...

Generational markers and influences



The Matures



The Great Depression

World War II

The Role of Storytelling in Values Development

**The Era of the "Organization Man"
Hard Work**

Sacrifice for the Common Good

Thriftiness

Respect for Authority

Baby Boomers

Born into Peace and a Thriving Economy

A Woman's Place Again Became the Home

Growth of the Baby Boom

The Cold War

The Space Race and Apollo 11

Assassination of JFK

The War in Vietnam

The Civil Rights Movement



Gen Xer's

Watergate

Corporate Layoffs

Collapse of the Soviet Union

Dual Career Couples and Latch-
Key Kids

Sesame Street

The Brady Bunch

Personal Computers

Maintain a Healthy Skepticism

AIDS



Millennials

Tremendous Economic Expansion

Pronounced Diversity

Positive Global Outlook

Diversity of Values Messages

School shootings (56 since February 2, 1996)

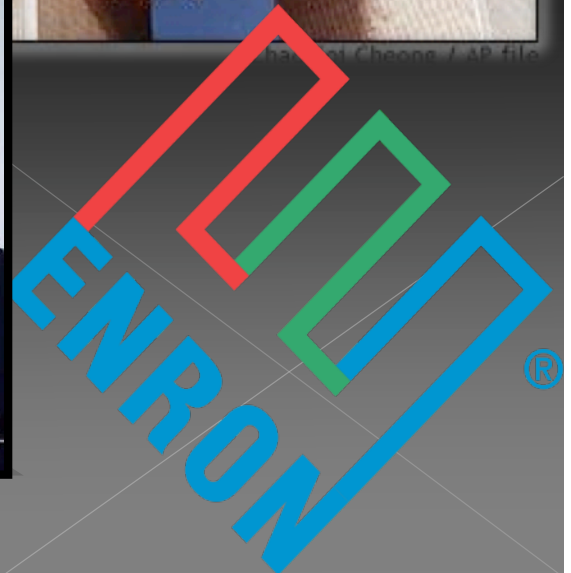
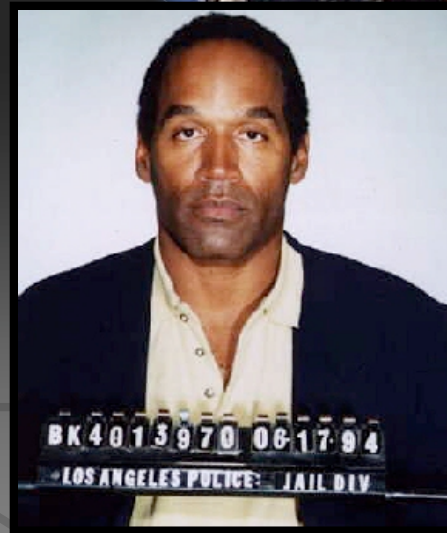
September 11, 2001

War in Afghanistan and Iraq

Corporate Scandals

The Pursuit of Grades

Reality Television



Pervading work beliefs for older generations

A job is what you are.

I remember when. . .

Good things come to those who wait.

If your hands aren't moving, you can't possibly be working.

Technology will never overcome the value of hard work.

Service is Our Number One Concern

and for the younger generations...

“ I work to live, not live to work.

A job is a contract, not a calling.

Life is too short to pay dues.

Work should be on my terms and should be fun!

Earn to spend

Right and wrong depend

Technology has all the answers, the computer will fix it

”

Let's make a difference

US Workforce Populations- 2008



6%



44%



26%



24%

facebook.

2008

24%

2014

32%

2020

46%



Broadcast Yourself™

What does this all mean?

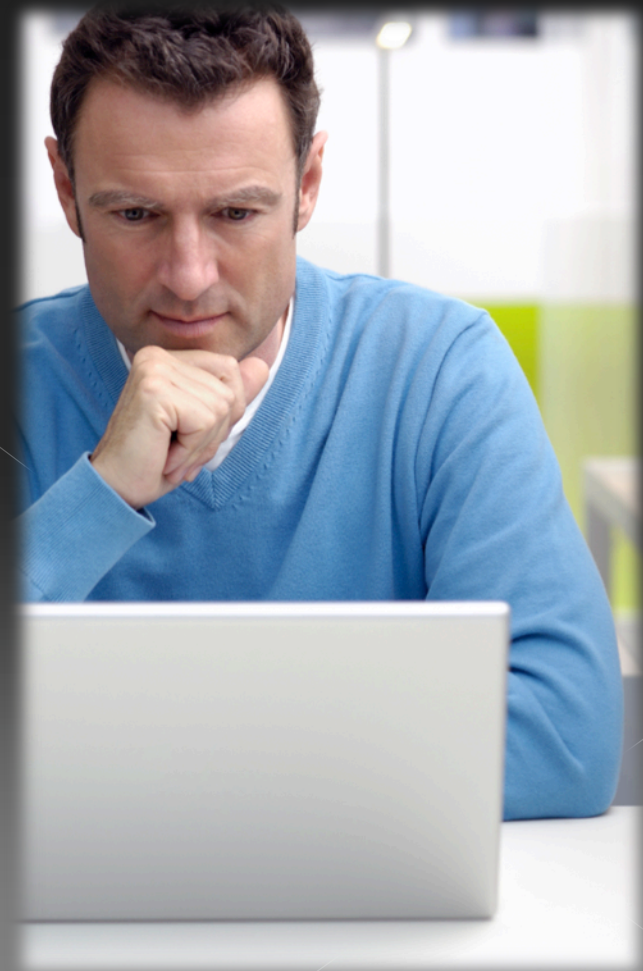
We'd all better learn how to understand one another...



So how do we start?

Find areas of Partnership and Mentoring possibilities

**For instance,
consider
this....**



Which Generation are you... technologically?



Maturs & Boomers
Technology Refugee!

Gen Xer's & Millenials
Technology Resident!



Social Networking collaboration, everyone does it...

Adults invade Facebook
BY LORI BORGMAN

I had seven e-mails from an older gentleman who is the president of a highly respected nonprofit asking me to become his friend on Facebook. It was so unnerving I joined Facebook just to make the e-mails stop.

Facebook is no longer hip since CEOs, everybody's mother and geezers started signing on. Adults have invaded the land of cool . . .

When I told our kids I was on Facebook, they responded with unanimous horror, telling me to be careful and not post personal information. You'd think I was 15, hormonal and in need of adult supervision.
Illinois Times, March 5, 2009

How can we all play nice together???

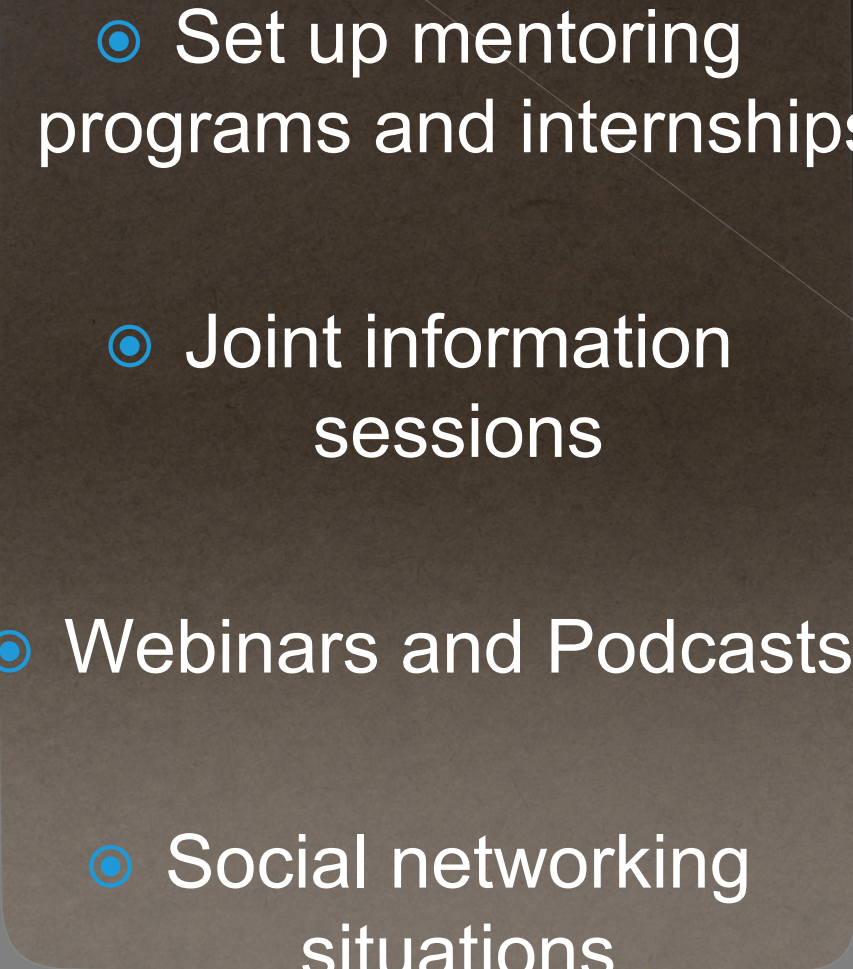
OLDER

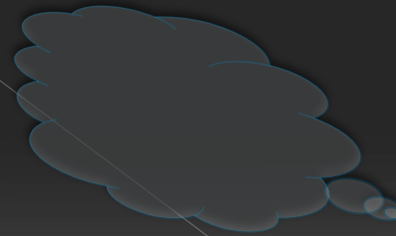
- Have the wisdom and history
- Lack technological experience
- Like consistency

YOUNGER

- Don't care how you've always done it!
- Know how to best apply technology
- Great at brainstorming for new ideas

Building an Action Plan

- 
- Set up mentoring programs and internships
 - Joint information sessions
 - Webinars and Podcasts
 - Social networking situations



Something important to
remember about
Millenials...

<http://www.youtube.com/watch?v=42E2fAWM6rA>