

Hey Dude!

*Managing Age Diversity
In Today's Workforce*

Robert W. Wendover



**The
Center
for
Generational
Studies**

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Generations in the United States

- **Matures**
 - (born prior to 1946)
- **Baby Boomers**
 - (born 1946-1964)
- **Generation X**
 - (born 1965-1980)
- **Millennials**
 - (born 1981-1999)

A Generation...

can be defined as a society-wide peer group, born over a period roughly that same length as the passage from youth to adulthood who collectively possess a common persona.

Influences

Matures

Family Stories

Schools

Radio

Newspapers

Magazines

Movies

Neighbors

Influences

Millennials

Family Stories

Schools

Radio

Newspapers

Magazines

Movies

Neighbors

Television

Computers

Pagers

Cell Phones

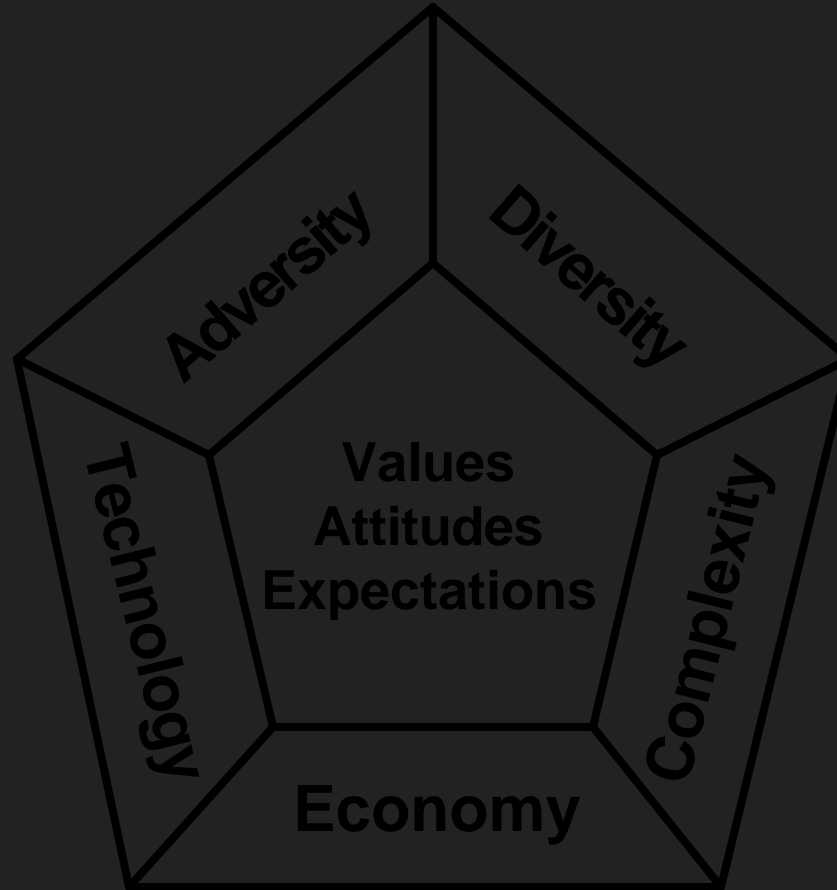
Instant Messaging

World Wide Web

Boundaryless Advertising

Wireless Communication

A Generation's Outlook on Life



Generational Themes

Matures (born prior to 1946)

- Hard work
- Duty to country
- Community
- Sacrifice for the common good
- The good guys and the bad guys
- Thriftiness
- Respect for authority
- Right is right. Wrong is wrong

Generational Themes

Baby Boomers (born 1946-64)

- It's about the experience
- What we deserve
- Rules are not for us
- Buy now, pay later
- Balance inside a stress-filled schedule
- Retread - not retire
- We love our history
- Having it all and being noticed for it

Generational Themes

Generation X (born 1965-80)

- Pragmatism
- Skepticism
- Resourcefulness
- A focus on quality
- Balance of life
- Contractually oriented
- Peer focused
- Impatience with “Boomer” mentality

Generational Themes

Millennials (born 1981-99)

- Pre-affluence
- Convenience
- Speed/Impatience
- Non-stop fun
- Shopping as entertainment and expression
- Responsible spending patterns
- Skepticism of marketing in general
- Menu driven mentality
- A technology answer for everything*
- Expectancy of choice
- Conflicting sense of ethics

Pervading Work Beliefs of Older Generations

- A job is what you are.
- I remember when...
- Good things come...
- If your hands aren't moving...
- We have to have a system.
- All this technology will never overcome the value of hard work.

Pervading Work Beliefs of Younger Generations

- A job is a contract, not a calling.
- Focus on the outcome.
- Balance is more important.
- Training/knowledge = versatility
- Management should be partners with employees.
- Life is too short to pay dues.

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