

GENERATIONAL DIFFERENCES IN THE WORKPLACE



BUDDLE FINDLAY PRESENTATION
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SOME THINGS NEVER CHANGE.....

The children love luxury. They have bad manners, contempt for authority, show disrespect for elders, and love to chatter in place of exercise.

Socrates, 5th Century BC

WHAT IS A GENERATION?

- In the past defined as “the average interval of time between the birth of parents and the birth of an offspring”.
- Now refers to a cohort of people born within a similar span of time (15 years at the upper end) who share a comparable age and life stage and who were shaped by a particular span of time (events, trends and developments).

GENERATIONS IN NEW ZEALAND

Description	Born	Age
Builders	Born before 1945	Late 60's to 80's
Baby boomers	Born 1946 – 1964	Late 40's to mid 60's
Generation X	Born 1965 – 1979	30's and 40's
Generation Y	Born 1980 – 1994	Older teens and 20's
Generation Z	Born 1995 – 2009	Children and teenagers
Generation Alpha	Born 2010 onwards	The newbies

WHAT DO YOU KNOW ABOUT THE DIFFERENT GENERATIONS?



QUESTION 1

Decode these words:

1. BRB
2. WTH
3. LOL
4. BTW
5. ROFL
6. TTYL

QUESTION 2

Of all the generations, who is said to have had the best opportunities? Why?

QUESTION 3

Gen Y and Z together make up what percentage of the NZ population?

QUESTION 4

The term “KIPPERS” IS another label for Gen Y.
What does it stand for?

QUESTION 1 - ANSWER

Decode these words:

- | | |
|---------|--------------------------------------|
| 1. BRB | <i>Be right back</i> |
| 2. WTH | <i>What the hell</i> |
| 3. LOL | <i>Laugh out loud</i> |
| 4. BTW | <i>By the way</i> |
| 5. ROFL | <i>Rolling on the floor laughing</i> |
| 6. TTYL | <i>Talk to you later</i> |

QUESTION 2 - ANSWER

Of all the generations, who is said to have had the best opportunities? Why?

Said to be the baby boomers – they were born into the post-war boom, enjoyed an idyllic childhood, entered the workforce without struggle, were able to afford a house, university was free, they profited from soaring housing prices that have seen their children unable to enter the housing market.

QUESTION 3 - ANSWER

Gen Y and Z make up a total of 42% of the NZ population

New Zealand Generational Profile	Percentage of the Population
Builders	13%
Boomers	24%
Generation X	21%
Generation Y	21%
Generation Z	21%
TOTAL	100%

QUESTION 4 - ANSWER

The term “KIPPERS” IS another label for Gen Y.

What does it stand for?

Kids in Parents Pockets Eroding Retirement Savings!

KEY POINTS ABOUT GENERATIONS TODAY

- Generations are a product of the events, leaders, developments and trends of their times.
- They are shaped by their times, despite how they are raised or their socio-economic status.
- Generations are the most self-evident divisions in our society today.

DIFFERENT PRIORITIES

A study by the US Pew Research Centre asked respondents what was unique/distinct about their generation...

Gen Y	Gen X	Boomers	Builders
1. Technology use (24%)	Technology use (12%)	Work ethic (17%)	WWII, Depression (14%)
2. Music/Pop culture (11%)	Work ethic (11%)	Respectful (14%)	Smarter (13%)
3. Liberal/Tolerant (7%)	Conservative/Traditional (7%)	Values/Morals (8%)	Honest (12%)
4. Smarter (6%)	Smarter (6%)	"Baby boomers" (6%)	Values/Morals (10%)
5. Clothes (5%)	Respectful (5%)	Smarter (5%)	Work ethic (10%)

WHO KNOWS BEST....

“Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.”

George Orwell

WORKING WITH DIFFERENT GENERATIONS IN THE WORKPLACE

	BABYBOOMERS Born 1946–1965 Aged 50s and 60s	GENERATION X Born 1966–1979 Aged 30s and 40s	GENERATION Y Born 1980–1994 Aged late teens - early 30s
Values at work	Work ethic Industry-focus	Achievement Company centric	Ownership Individuality
Motivations for work	Financial security Responsibility	Career progression Opportunity	Job variety Creativity
Influences over career choice	Parents Authorities	Careers advisors Experts	Internet Peer groups
Shapers of career perceptions and views	Tradition Reputation	Observation Recommendation	Perception Experience
Key management tools	Recruiting Supervising	Training Promoting	Innovating Empowering
Key communications tools	Technical data Evidence	Visual examples Demonstration	Hands-on learning Participation
Typical training style	Formal Monologue	Programmed Dialogue	Interactive Multi-modal
Typical leadership style	Control Thinkers	Coordination Doers	Consensus Feelers
Influences and values	Local Long-term needs	Regional Medium-term goals	Global Short-term wants
Management approach	Telling 'Yes boss'	Selling 'What's in it for me'	Involving 'Here's what I think'

Adapted from McCrindle research *Bridging the Gap: New Zealand Edition*

UNDERSTANDING GEN Y

Characteristics	Tips
<p>Street Smart Knows how to survive modern urban life</p>	<ul style="list-style-type: none"> • Communicate the importance of remaining focused on the big picture • Clearly communicate the rule or policy, and the rationale behind it
<p>Aware Conscious, having knowledge</p>	<ul style="list-style-type: none"> • Involve them in idea creation forums • Make sure they know about your organisation's social and community activities
<p>Lifestyle Centred Want all the success – but not prepared to give their life to get it</p>	<ul style="list-style-type: none"> • Promote training that looks at their personal and professional needs
<p>Independently Dependent Want independence with strings</p>	<ul style="list-style-type: none"> • Ensure that clear boundaries and expectations are set out • Check in regularly to ensure expectations are being met

Adapted from Generation Y: Thriving and Surviving with Generation Y at Work, Peter Sheehan

UNDERSTANDING GEN Y

Characteristics	Tips
<p>Informal Acts without formality. Relaxed in approach and regulation</p>	<ul style="list-style-type: none"> • Teach etiquette, tact and appropriate dress • Grow self awareness and work skills • Demonstrate the value of organisational traditions
<p>Tech Savvy Logged-on and linked-up</p>	<ul style="list-style-type: none"> • Trial anything new with them because they are open to and looking for change
<p>Stimulus Junkies Addicted to excitement</p>	<ul style="list-style-type: none"> • Training programmes need to be stimulating • Ensure trainers understand and have the ability to engage this audience
<p>Skeptical May doubt accepted opinions</p>	<ul style="list-style-type: none"> • Be open and enthusiastic about personal development
<p>Impatient Restlessly eager. Will take “a good today” over “a great tomorrow”</p>	<ul style="list-style-type: none"> • Involve them in the process of designing activities that affect them and how they do them • Deal with them in a mature way • Give acknowledgement and constant feedback

Adapted from Generation Y: Thriving and Surviving with Generation Y at Work, Peter Sheehan

BRIDGING THE GENERATION GAP

Find out motivators

- Conduct employee surveys or have individual discussions
- Put in place development plans

Think “workmates” not employees - relationships with peers very important to Gen Y

- Encourage social interaction and relationship building across the generations

Exceptional development programmes

- Equip Gen Y with transferrable skills
- Development to help them conduct themselves professionally
- Mentoring great vehicle for values sharing and knowledge transfer
- Try reverse mentoring

THE BIGGER PICTURE FOR NZ.....

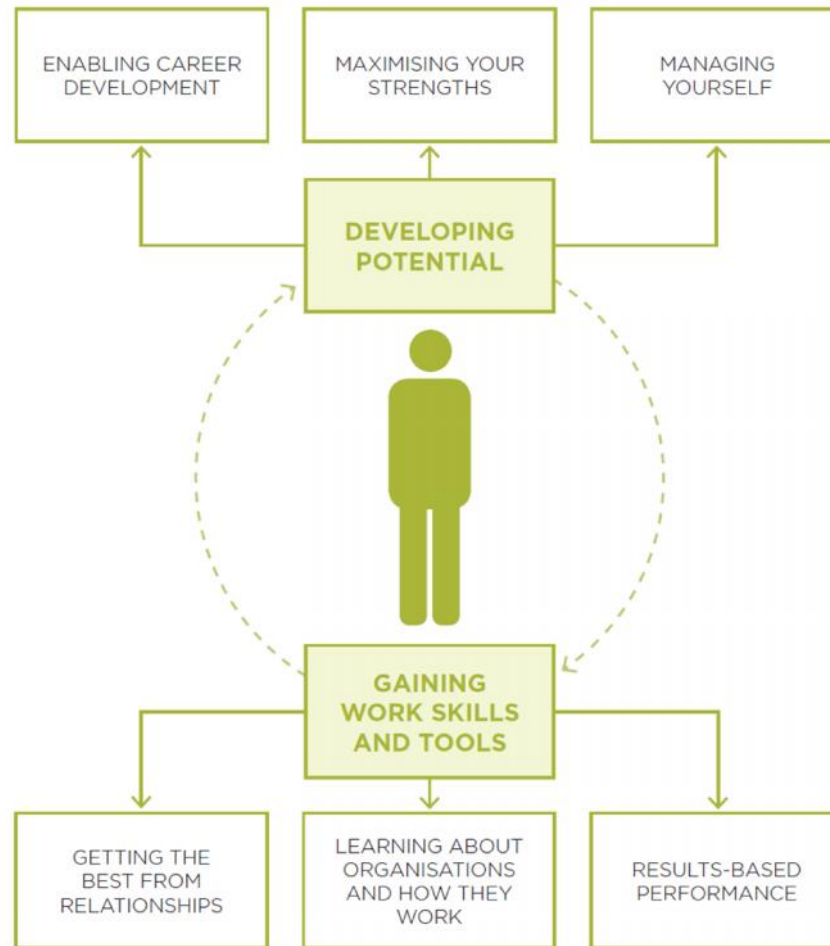
- More people less keen to leave the workplace
- Imminent retirement of a generation of seasoned workers with sought-after skills
- NZ unemployment for workers aged 15 to 19 comprise 7% of the would-be workforce and 27% of NZ's total unemployment
- Young people who are out of work for long stretches at the start of their career can become permanently scarred and many never get back on track
- Research shows that youth unemployment leaves a “wage scar” that can persist into middle age

SAVVY AT WORK PROGRAMME

A practical programme, which provides participants with a range of tools and concepts to:

- Channel their workplace contribution in a way that is most likely to have positive early results
- Achieve early credibility with peers and managers
- Develop a solid personal foundation which to build their career(s)

SAVVY AT WORK PROGRAMME



SOME FINAL ADVICE

- We cannot change the learning styles, work patterns or attitudes of an entire generation – but we can position ourselves to understand and to better engage with each new generation
- Get a better understanding of the wants and desires of the different generations in your workplace
- Recognise your own personal values and motivators

THANK YOU

For more information check out our website:

www.savvyatwork.co.nz