



**LEADERSHIP ASSOCIATES, INC.**

# Why Don't They Understand?

**American Production and Inventory Control Society  
Professional Development**

**2/17/16**

# Agenda

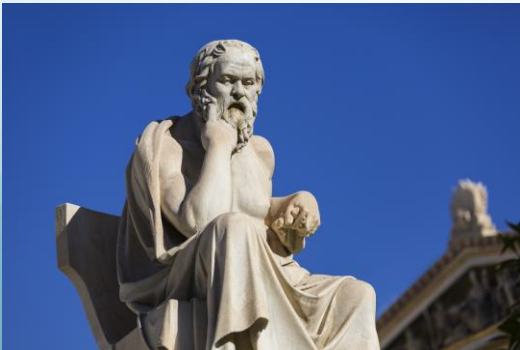
- Who Are These People?
- Perceptions and Challenges
- Making it Work
- Questions
- Call to Action



# Why do we care?

“Our youth now love luxury. They have bad manners, contempt for authority; they show disrespect for their elders and love chatter in place of exercise; they no longer rise when elders enter the room; they contradict their parents, chatter before company; gobble up their food and tyrannize their teachers.”

~ Socrates, 1<sup>st</sup> century



# Who Are These People?

- Baby Boomers
- Generation X
- Generation Y
- Generation Z



# Baby Boomers



- Born between 1946 and 1964.
- Major influences – Civil Rights, Cold War, Government Gaffes (Watergate), Woodstock
- Value – Competition, Hard Work, Success, Body Language and Teamwork.



# Baby Boomers

- Communications Tips:
  - Body language is important
  - Speak in an open, direct style
  - Answer questions thoroughly and expect to be prepared to be pressed for details
  - Present options

BOOMERS



Postal mail



Phone call



Face to Face



URGENCY



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# Generation X



- Born between 1965 and 1981.
- Major influences – Unemployment, Personal Computers, Recession, The Fall of the Berlin Wall
- They value – Entrepreneurship, Creativity, Information, Feedback



# Generation X

- Communications Tips:
  - Email is primary communications tool
  - Talk in short sound bites
  - Get their feedback
  - Share information and keep them in the loop





# Generation Y

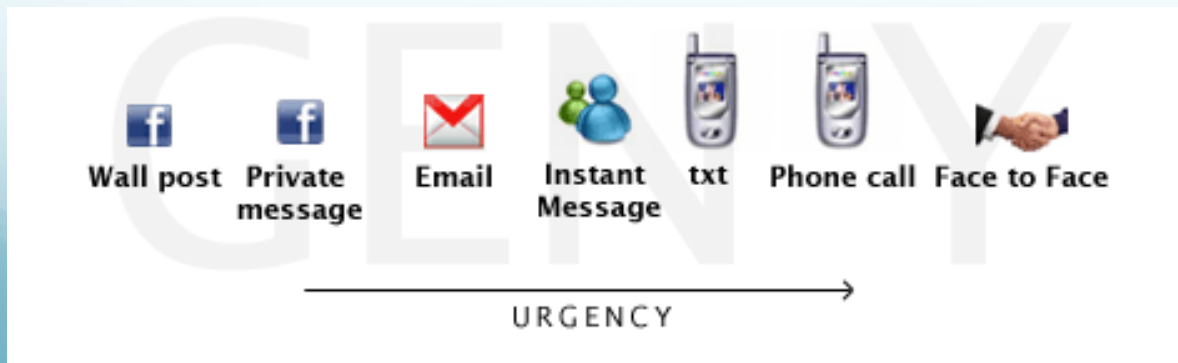


- Born between 1982 and 2005.
- Major influences – Technology, 9/11, Helicopter Parents, Snowplow Parents, the Internet
- They value – Autonomy, Diversity, Positive Reinforcement, Structure and Technology.



# Generation Y

- Communications Tips:
  - Use action words and challenge them
  - Don't talk down to them
  - Lots of two-way feedback
  - Don't take yourself too seriously



# Generation Z



- Born between 2005 to Present.
- Major influences – The Internet (Digital Natives), Great Recession, Gay Rights
- They value – Connectivity, Technology, Self-Direction.
- Also go by ~ iGeneration or Net Gen



# Perceptions and Challenges

Research reveals the following perceptions:

- 68% of Boomers feel “younger people” do not have as strong a work ethic as they do
- 32% of Gen X believe the “younger generation” lacks a good work ethic which is a problem
- 13% of Gen Y say the difference in work ethics across generations is a problem.

# Baby Boomers View

## On Generation X:

- Family first/Job is a means/Transient/Job hoppers
- Self absorbed/Money/Title/Caught in middle
- Good workers/Need motivation & constant attention

## On Generation Y:

- Feel entitled/Poor work/Lazy/Slackers
- Need instantaneous recognition/Not loyal
- Dependent on technology/Return text but not call



# Generation X View

## On Baby Boomers:

- Resistant to change/Doers not Delegators
- Didn't plan for retirement and probably won't retire
- Work comes first/Hard working, dedicated

## On Generation Y:

- “Entitled”/Selfish/Impatient/Arrogant
- Want to be involved in decision making
- Tech savvy/Prefer electronic devices



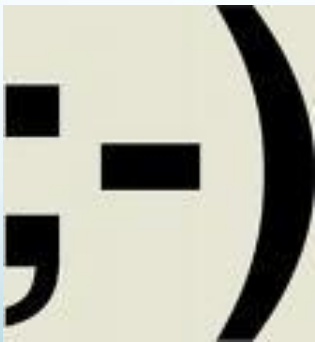
# Generation Y View

## On Baby Boomers:

- Not tech savvy
- Relaxed/Easy to work with/Not fully engaged
- Hard working

## On Generation X:

- Carefree/Laid back
- Cynical/“Me” generation
- Skeptical especially about Gen Y’s abilities/habits



# Making it Work

- Bi-Generational Leadership ~ (Google) Mixed aged teams
- Reverse Mentoring ~ Mentoring partnerships where both parties are mentoring and being mentored simultaneously
- Pay closer attention to Psycho-graphics (Attitudes)
- Take time to understand each person's motivators and learning styles

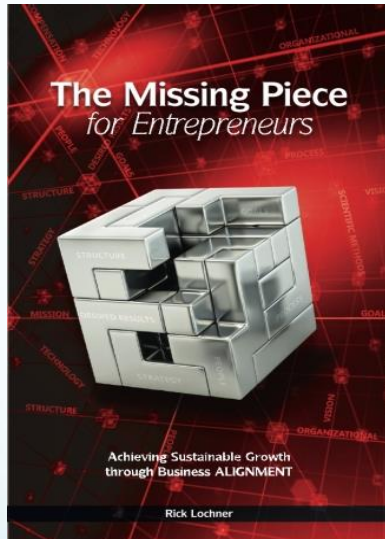


# Making it Work

- Each generation has something to contribute to the overall success of business today
- Age defines a demographic, not a person ~ get past the generalities
- Focus on the results and less about how it gets done
- Our own Attitudes towards the other generations will dictate our success working with them.

# Call to Action!

How will you support the success of your multi-generational workforce?



Thank you!

Rick Lochner

<http://ricklochner.com/>

<http://www.rpcleadershipassociates.com/>

[rlochner@rpcleadershipassociates.com](mailto:rlochner@rpcleadershipassociates.com)

630-219-3316

