

The Generations & Culture

Introductions

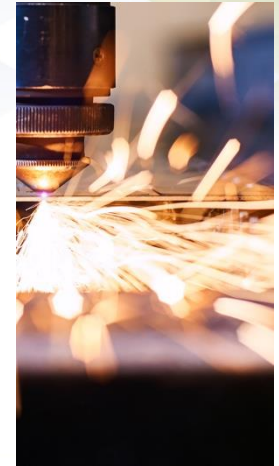
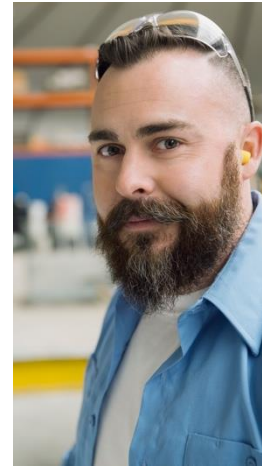
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Specialist



KEY POINTS

- Different Generations
- Key Characteristics
- Myths & Realities
- Peter & Charlie
- Interview Story


















Goal...



Be the Employer of Choice

Today's talent pool

Formative Experiences	Maturists (pre-1945) Wartime rationing Rock'n'roll Nuclear families Defined gender roles - particularly for women 	Baby Boomers (1945-1960) Cold War "Swinging Sixties" Moon landings Youth culture Woodstock Family-oriented 	Generation X (1961-1980) Fall of Berlin Wall Live Aid Reagan/ Gorbachev Early mobile technology Divorce rate rises 	Millennials (1981-1995) 9/11 terrorist attacks Social media Invasion of Iraq Reality TV Google Earth 	Generation Z (Born after 1995) Economic downturn Global warming Mobile devices Cloud computing Wiki-leaks 
Attitude toward career	Jobs for life	Organizational - careers are defined by employees	"Portfolio" careers - loyal to profession but not to employer	Digital entrepreneurs - work "with" organizations	Multitaskers - will move seamlessly between organizations and "pop-up" businesses
Signature product	Automobile 	Television 	Personal computer 	Tablet/smartphone 	Virtual reality (VR) 
Communication media	Formal Letter 	Telephone 	Email 	Text Message 	Social Media 
Preference when making financial decisions	Face-to-face meetings	Face-to-face ideally but increasingly will go online	Online - would prefer face-to-face if time permitting	Face-to-face	Solutions will be digitally crowd-sourced

Some things never change...



1976



1997



2013

Language of Attraction & Retention-New F words...

Fun

Family

Food

Friends



Technology Facts



**The average
person owns 7.7
connected
devices**

Clear Training and Career Pathways



Living Arrangements



Generations Buying a Home



Experience-vs-Ownership

These generations value experiences over ownership



Myths and Realities Younger Generations

Myth: Younger generations have no work ethic.



Reality: They have a self-centered work ethic. These generations are **dedicated** to completing their task well, but have not been raised in a way that demands them to look around and see what should be done next.

Myths and Realities Younger Generations

Myth: They don't want to put in the hours to get ahead.

Reality: They **are** willing to put in the time to do the job, however, they are uninterested in “face time”.



Myths and Realities Younger Generations

Myth: No respect for authority

Reality: These generations have great respect for leaders and loyalty. They do not respect authority "just because." **Loyalty and respect must be earned.** But when it is earned, it is given fiercely.



Myths and Realities Younger Generations



Myth: They don't want to grow up.

Reality: They really don't know how to grow up. The youngest generations in today's workforce are facing a **delayed adulthood** and just generally facing the "real world" later.

Additional Key Traits

Connections and experiences

Workplace value

Visibility on how their work fits into the big picture



In the End...

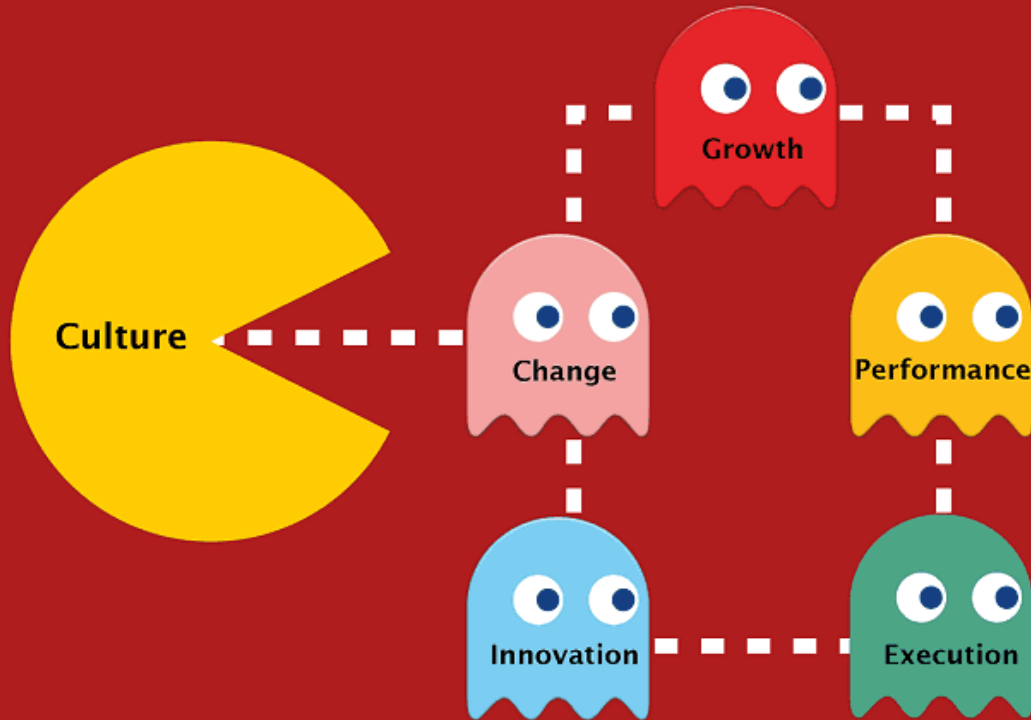
- All listen to WIIFM
- Appreciated
- To be known and heard





Peter & Charlie

Organizational culture eats strategy for breakfast, lunch and dinner



Torben Rick www.torbenrick.eu

The Secret Sauce.... 3 C's

- Career Development
- Culture
- Connections-Engagement





Interview Story

Final Tips

- Don't generalize
- Train on the Generations
- Encourage communication
- Provide regular and immediate feedback
- Go Digital



Last Session and Discussion:

- Structured On-Boarding & OJT-Nov 17th



Discussion

Thank you!

Please connect with me via LinkedIn or at
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