Generation "THEM": Navigating a Multi-Generational Workplace

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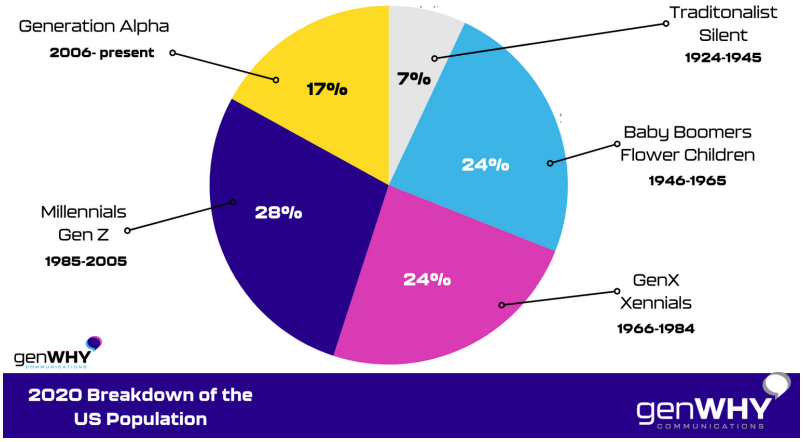

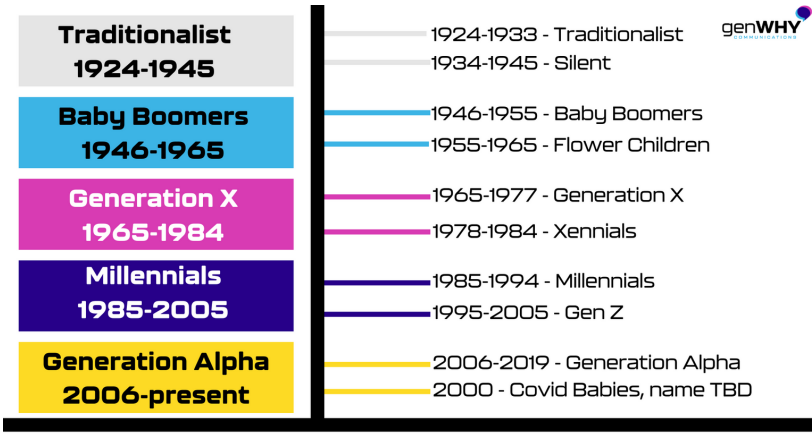

45% of US population is under 39 years old!

Traditionalist/ Silent: 1924-1945

- Set rules & standards of "good employee."
- Strong need for face-to-face contact.
- Favor disciplinary measures for correction.
- Low risk, especially with money.
- Prefer high formality in clothing, hierarchy, familiarity, and touch.
- Key Focus: Money, Following Rules, Loyalty & Sacrifice

GEN X/ Xennials: 1965-1984

- Hyper-independent. Doesn't work well with a micromanagement.
- Significantly less competitive and often more anti-social with co-workers.
- More likely to ask forgiveness than permission.
- Get it done attitude with low feedback needs, needs to improve giving feedback to employees.
- Prefers email.
- Less likely to fight changes unless they have significant impact on their personal lives.
- Key Focus: Independence, Anti-Social, Get it Done!

Baby Boomers/ Flower Children: 1946-1964

- Highly competitive due to a large number of peers.
- Job and identity are more closely intertwined.
- Relies on Subject Matter Expertise (SME's)
- More likely to want a consequence to disobedience
- Prefers telephone & face to face meetings.
- More wisdom due to years in their area.
- More likely to want "culture" and enjoy work social functions
- Prefer teamwork models for employees.
- More likely to do "management by walking around"
- Key Focus: Competition, Expertise, Social, HR

MILLENNIALS/GenZ: 1985 - 2005

- Extremely adaptable to change and eager to be a part of the growth process.
- Millennials are more likely to value purpose, and contribution/ GenZ is more likely to appreciate pay.
- Confusion about competition, the definition of excellence, and self-monitoring.
- More risk-averse and less likely to do face-to-face confrontation.
- Prefers text or program management platforms.
- Prefers informality and clear standard setting.
- Clear expectations, feedback and task lists are essential.
- Key Focus: Flexibility, Clear Standards, Authenticity

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