



AGENDA
✓ Why I selected "Generations"
✓ Overview of Book/Synopsis
✓ Who They Are & Why They Collide
✓ Generational Clash Points
✓ Recruiting the Generations
✓ Who got next?
√ Why "Generations" is a Good OD Resource
✓ Questions/Reflections
Notice Control

WHY I SELECTED "GENERATIONS"

- · Generational differences are a part of an organization's makeup, therefore impacting team dynamics
- The topic is applicable, relevant and interesting
- To increase the awareness of each of the generations and understand why they experience conflict
- We can put a "name & face" to the conflict and differences

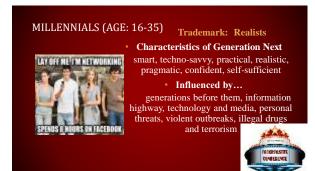






Traditionalists Born 1927-1945 SOCIAL SECURITY (75 million) 1946 - 1944 Baby Housers Baby Boomers Born 1946-1964 (80 million) Generation X Born 1965-1980 (46 million) Millennials Born 1981-2000 (76 million)

TRADITIONALISTS (AGE: 71+) • Characteristics of The Silent Generation patriotic, God-fearing, save for a rainy day, loyal, learned to do without, "waste not/want not", faith in institutions: church, government, military, and marriage • Influenced by... the heroic, villainous, and entertaining Trademark: Loyalty BABY BOOMER (AGE: 52-70) Characteristics catalysts for change, militant, optimistic, idealistic, educated, competitive, challenge and push to the limit • Influenced by... movements, scandal, and divorce Trademark: Optimistic/Competitive GEN X-ERS (AGE: 36-51) Characteristics "show me the money," managers, inventors, entrepreneurs, skeptics, resourceful, independent, individualistic, media/info/tech savvy Influenced by... fashion, technology, entertainment and prosperity







THE CUSPERS Offshoot four define generations Cuspers: Born on the cusp right between 2 generations The glue that holds it all together Great managers The only generation that can use language and wear the clothes of more than on generation and not look ridiculous Identify strongly with one generation or another; have characteristics of both



Each generation has its own set of values, beliefs, and life experiences that shape who they are and their world-view
Talent wars
Belief that they can do better or that they are right
These issues and attitudes are brought into the workplace
This is the first time ever that all four generations are present in the workplace at the same time. There are four different management styles, viewpoints, and work ethic on a course of collision.

GENERATIONAL CLASH POINTS
Feedback
Institutions
Rewards
Career Path
Career Goals
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CAREER PATH... Traditionalists Changing jobs has stigma Baby Boomers Changing jobs puts you behind Generation X Changing jobs is necessary Millennials Career doesn't need to be a straight line





THE RULES OF THE RECRUITING GAME HAVE CHANGED...

- ✓ Understand what each generation wants
- ✓ Target/pinpoint your messages
- ✓ Be creative...uncover hidden talent
- Ramp up your turn-around-time
- ✓ Know your employee value
- ✓ Train managers and recruiters
- Assess your recruiting tactics



THE IMPACT OF THE WEB

79% of Millennial college students said that the quality of an employer's website is an important factor in deciding whether or not to apply for a job.





WHICH GENERATION IS YOUR COMPANY'S WEBSITE APPEALING TO?	
myspace against though	
Consider tailoring your website to have cross-generational appeal	NE DE PESTE TO MELLINE

THE GENERATIONS & NEW EMPLOYEE ORIENTATIONS:

Traditionalists

- > History, culture, past accomplishments
- > Their role and how it contributes
- > Show visuals of their generation contributing
- > Highlight training opportunities
- > Find ways to make the session interactive



THE GENERATIONS & NEW EMPLOYEE ORIENTATIONS:

Baby Boomers

- > Well-produced opening video
- > Evolution of the company and its future
- Who's in charge
- Corporate strategy, mission, financial picture and major competitors
- > Want to learn about their actual job



THE GENERATIONS & NEW EMPLOYEE ORIENTATIONS: **Generation X-ers**

- Demonstrate cutting-edge and variety of media
- Accept that you are the enemy
- If you say you do it, prove it. Talk about the good and the bad
- Should be experiential and interactive
- Give them access to their peers



THE GENERATIONS & NEW EMPLOYEE ORIENTATIONS: Millennials

- Hands-on learning and rapid pace
- Incorporate computer-based instruction
- Need managers who engage in participation
- May questions rules & procedures, and want to know why
- Would benefit from personal, one-on-one career planning discussion



WHO'S GOT NEXT?





NEXT GENERATION	
 Generation "Z", Generation "M" for "multi 	task"
Net Generation, or Generation9/11	THE A
Overlap of "Y-Z"	
Born between early 2000's – present	

World-Wide Web influence, global financial crisis, plugged-in and connected, chat rooms, and text messages.



GENERATION "Z" IN THE WORK PLACE...

- · Will not be team players
- · Will be more self-directed
- Indecisive
- · Process information at lightning speed

Most intelligent generation... ever



WHY "GENERATIONS" IS A GOOD OD RESOURCE: Four generations in our workforce:

- Traditionalists, Boomers, X-ers, and Millenials
- Each generation has been impacted by various events that shape how they work

"Generations" will provide:

- A better appreciation and understanding of each generation
- ideas on how to motivate, retain, recruit and manage the generations
 - · Self-awareness of generations





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