

Bridging the Generational Divide

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Welcome and Introductions



https://www.youtube.com/watch?feature=player_detailpage&v=XrJfDUzD7M



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Organizations are made up of People...

An **effective organization** is a group of people who work toward a common purpose with the actions, activities and personal attributes (behaviors) of the members **interlinked** (engaged) to achieve the goal or purpose.

The Generational Divide

According to Conrad & Poole (2012), generational differences are an emerging workplace conflict.

- Three generations dominate the workplace
 - Baby Boomers
 - Generation X (Gen X)
 - Millennials (also called Gen Y)
- Divergent backgrounds exist
- Attitudes toward employment differ

What Defines a Generation?

What does this mean in the workplace?

Why should we care?





Baby Boomers

- Born 1946-1964
- 80,000,000 Americans

Image retrieved from <http://6osfolksintheir6os.com/wp-content/uploads/2011/11/baby-boomers.jpg>

Baby Boomer Perspective

- Economic prosperity and optimism
- Clear Division of gender roles and low divorce rate
- Experienced the Vietnam War, Television, Woodstock, Rock and Roll, the Apollo 11 moon landing, and the Civil Rights Movement
- Prefer “face-time”
- Organizational Hierarchy
- Strong sense of self, leadership, and entrepreneurship



Baby Boomer Values

- High social involvement
- Optimism
- Team Oriented, Strong work ethic
- Hardworking
- Exhibit loyalty and leadership
- Desire job security and Want to make a difference
- Micro-Managers



Baby Boomer Expectations

- Hierarchical organization
- Paid time off, sabbaticals, family leave, investment planning
- Competitive/Team approach to problem solving
- Hard work and sacrifice is directly related to success
- Health and well-being
- Loyalty to and from company



Baby Boomer Communication

- Face-to-face
- Value of hierarchy, structure, tradition
- Expect life to revolve around work
- Collaborative/group decision-making
- May feel insulted by constant feedback



Generation X

- Born 1965-1980
- 50,000,000 Americans

Image retrieved from <http://www.hudsonlibrary.org/computercenter/images/ComputerInstructionIcon.png>



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Generation X Perspective

- Economic downsizing and uncertainty
- Latch key kids with increasing divorce rates and dynamic gender roles
- Experienced downsizing economy, Energy crisis, the Three Mile Island Disaster, Challenger Disaster, Desert Storm, LA Riots, and President Nixon's resignation
- Change
- Shadows of the Boomers



Generation X Values

- Work life balance
- Self Reliance
- Continuous learning and skill development
- Independence and Rebellious
- Note 8+ hour days
- Caution and risk aversion
- Loyalty to employer not perceived as a value



Generation X Expectations

- Each job will be just a step up the ladder, not an identity
- Its all about “me”
- Self-direct
- No politics
- Feedback and recognition
- Trust is essential



Generation X Communication

- Need for “feed”
- Question authority
- Think that everything is negotiable
- Use of technology to avoid “face to face”
- Low desire for social involvement





Millennials (Generation Y)

- Born 1980-2000
- 80,000,000 Americans

Image courtesy of <http://blog.leostreamdesktops.com/wp-content/uploads/2012/09/millennials.png>



Millennial Perspective

- Self-centric environment with disposable income and security
- Oklahoma Bombing, 9/11, school violence, Clinton/Lewinsky, TV talk shows, multiculturalism, and the proliferation of technology
- High divorce rate
- Over-planned lives, Helicopter parents.
- Multi-taskers with a strong focus on technology & education
- Believe the number one problem in US today is “Selfishness”



Millennial Values

- Social involvement with an emphasis on social networking
- Personal growth
- Devotion to the greater good
- Work life balance
- Informal organizational structures and dress codes
- Loyalty to themselves and to community

Millennial Expectations

- Career should be purposeful, fulfilling, and balanced with personal life
- You're Special...
- Jobs and careers will change many times
- Advancement is an Entitlement
- Wellness benefits, flexible work schedule, telecommuting, and work-share options - standard

Millennial Communication

- Prefer collaboration over hierarchy
- Seek positive reinforcement
- Technology a must
- Flat Organization structure

https://www.youtube.com/watch?list=PL14459467369BDDDC&x-yt-cl=85027636&v=zY1raLxyaKM&feature=player_detailpage&x-yt-ts=1422503916



Managing the Mix...What to do?

- By 2020 – Gen Y will represent over 50% of the workforce/Gen X over 30%
- Working towards Engagement
- Focus on “Who’s Sinking Your Boat...”

<https://www.youtube.com/watch?v=y4nwoZ02AJM>

Tips and Tactics...

- Training and Self Awareness
- Embrace what is learned
- System Flexibility - Consider Work/Life Balance
- Capitalize on individual contributions, generational strengths/differences
- Design specific techniques for recruiting, managing, motivating, and retention.
- Knowledge Sharing
- Empathize



3 for “Free”!!!

- Co- Mentoring
- Advisory Board
- Resource “You”

Who wins???

The organization that emerges as the winner will understand themselves/others and will have their fingers on the pulse of the newest generation.



Questions/Comments:

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