



Across The Great Divide

How to make the
generations work together



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“Human nature is constant. Circumstances and technology may change, but humans remain committed to the same motivations and behaviors since the dawn of time.”

– Scott Monty

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WHO ARE THE
GENERATIONS



Traditionalist
Age: 80+



Baby
Boomer
Age: 61-79



Gen X
Age: 45-60



Millennials/Y
Age: 29-44



Gen Z
Age: 13-28



Gen Alpha
Age: 12-



TRADITIONALISTS



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Traditionalist: 1925-1945 (age: 80+)

Warren Buffet (94)

Martha Stewart (83)

Morgan Freeman (88)

Harrison Ford (83)

Joe Biden (82)

Clint Eastwood (95)

Communication | Motivations | Values



Traditionalist: 1925-1945 (age: 80+)

- Prefer clear expectations
- Don't like to be rushed
- Face to face communication

Traditionalist | Motivations | Values

18.29 million in the workforce

- Job security
- Promotions
- Long term care insurance, retirement funding
- Recognition within company



Traditionalist | Motivations | Values

- Seniority and age correlate
- Work and family are separate
- Distinction between manager & employee
- Loyalty
- Physical labor
- Duty before fun
- Abides by rules, respects authority





BABY BOOMERS



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Baby Boomer: 1946-1964 (age: 61-79)

Bill Gates (69)

Jeff Bezos (61)

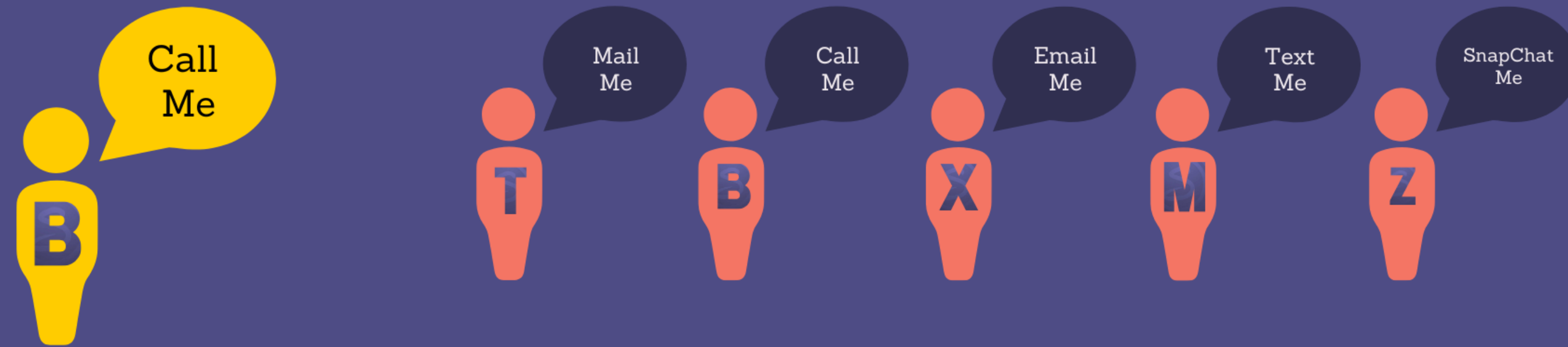
Oprah Winfrey (71)

Donald Trump (79)

Tom Hanks (69)

Tom Cruise (63)

Communication | Motivations | Values



Baby Boomer: 1946-1964 (age: 61-79)



- Likes to be asked questions to understand issue
- Likes to be coached for improvement
- Face to face communication

Baby Boomer | Motivations | Values

68.59 million in the workforce

- Job security
- Job status, prestigious job titles
- Parking spaces, size of office
- Recognition within company
- 401K, retirement funding



Baby Boomer | Motivations | Values

- Company structure
- Workplace visibility
- Hard work
- Seniority and age correlate
- Work and family are separate
- Distinction between manager and employee
- Duty before fun





GENERATION X



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Gen X: 1965-1980 (age: 45-60)

Robert Downey Jr (60)

Ryan Reynolds (48)

Leonardo DiCaprio (50)

Julia Roberts (57)

Tiger Woods (49)

Snoop Dogg (53)

Communication | Motivations | Values



Gen X: 1965-1980 (age: 45-60)

- Not afraid to ask questions (even of authority)
- Responds better to open ended questions
- Informal and more laid-back communication

Gen X | Motivations | Values

65.37 million in the workforce

- Duty before fun
- Fun work environment
- Self-reliant
- Autonomy
- Informal recognition, day off
- Flexible work hours



Gen X | Motivations | Values

- Committed to juggling work and family
- Resiliency
- Responsibility in the workplace
- Work/life balance



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MILLENNIALS

MAY 20, 2013

Obama's New Boss / Syria face-off McCain vs. Brzezinski / PLUS: Summer's best movies & more

TIME

THE ME ME ME GENERATION

Millennials are lazy, entitled narcissists
who still live with their parents

Why they'll save us all

BY JOEL STEIN

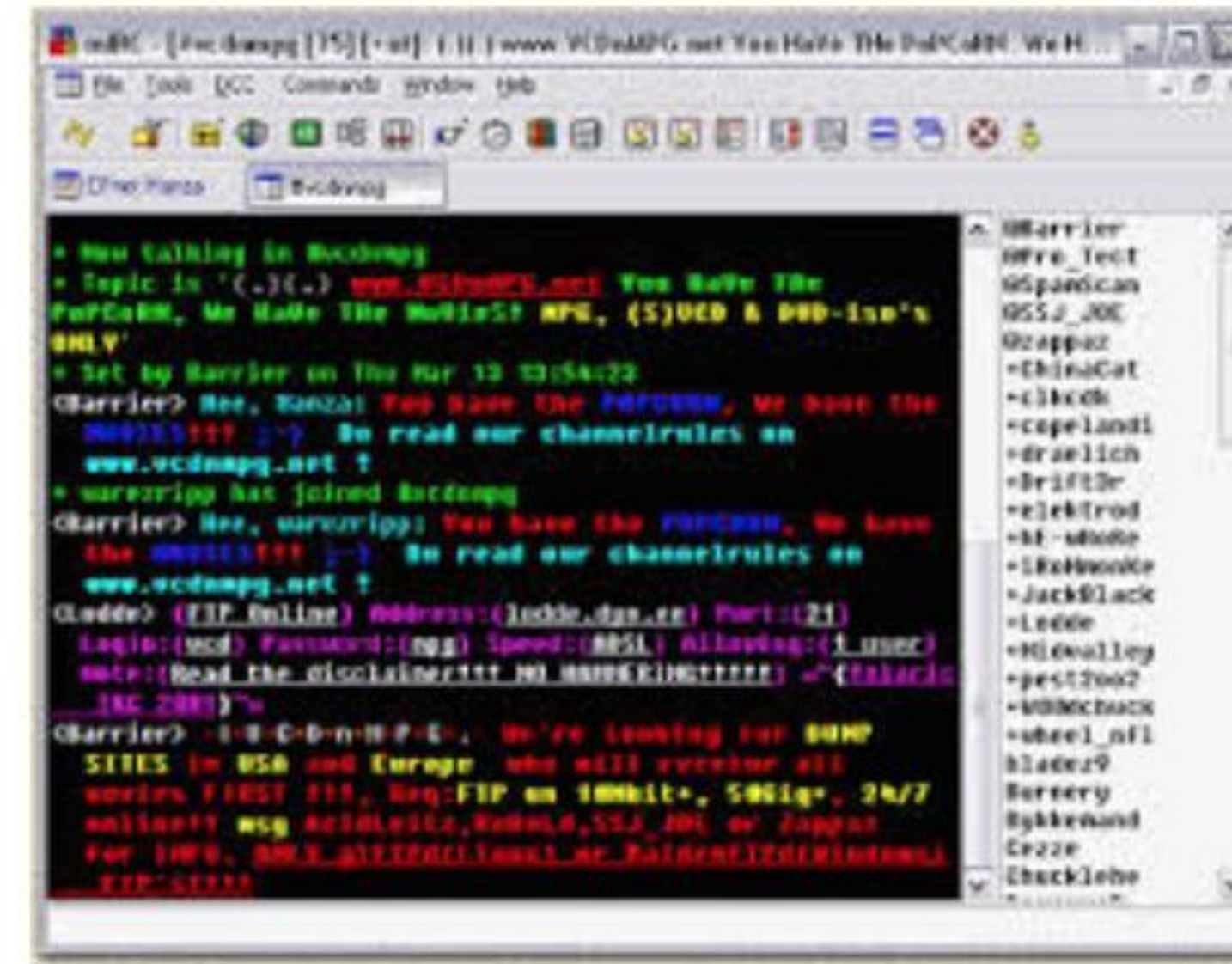


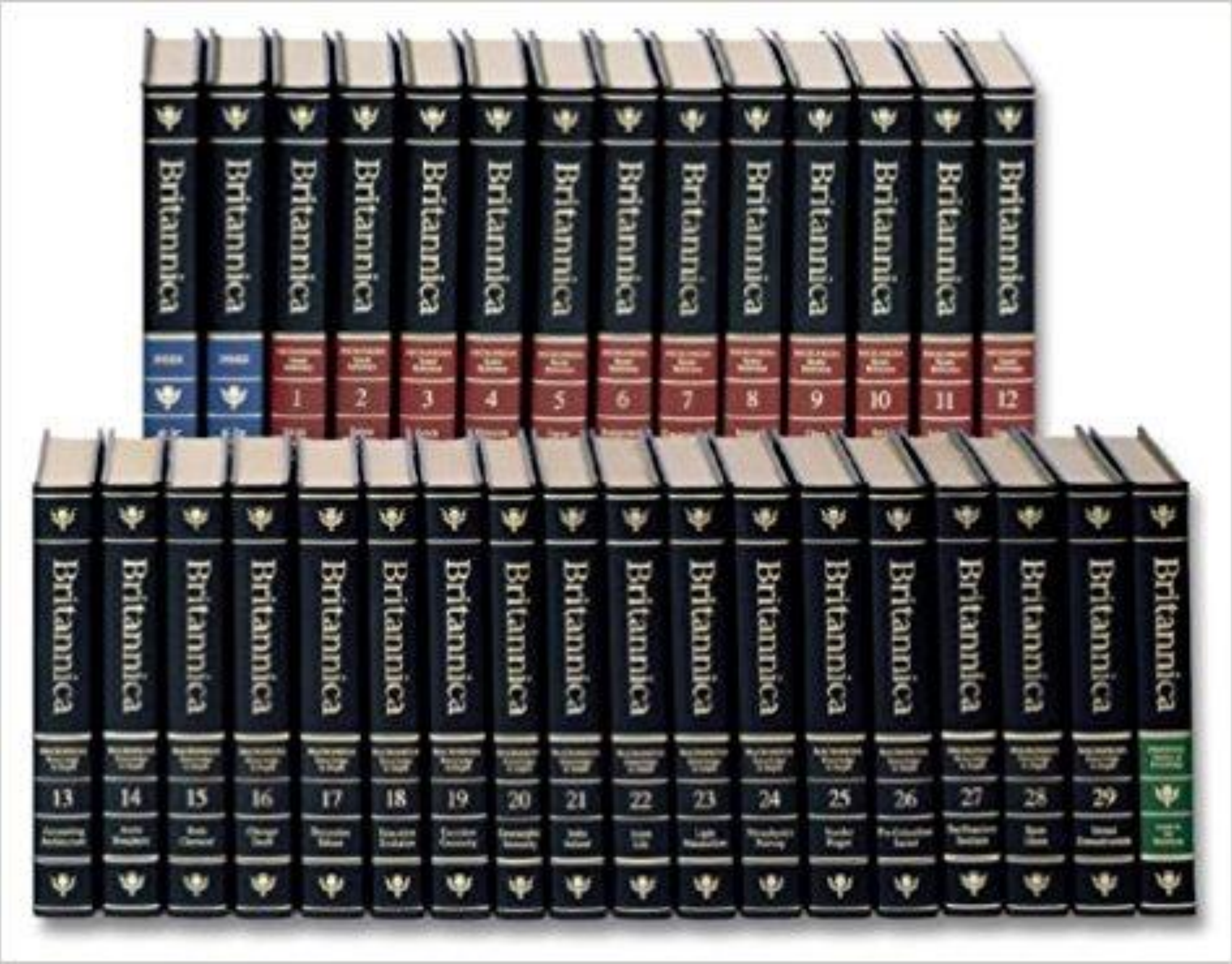
time.com

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Millennials: 1981-1996 (age: 29-44)

Drake (39)

Emma Stone (37)

Ryan Gosling (45)

Taylor Swift (36)

Serena Williams (44)

Lionel Messi (38)

Communication | Motivations | Values



Millennials: 1981-1996 (age: 29-44)

- Create a clear picture of work environment
- Conversation about their goals
- Communicates informally

Millennials | Motivations | Values

72.24 million in the workforce

- Opportunities for learning and growing
- Flexible schedules
- Personal enrichment and fulfillment
- Philanthropy



Millennials | Motivations | Values

- Multitasking
- Ambition
- Learning and growth
- Searching for people with the same ideals
- Ethics and social responsibility





GENERATION Z



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Gen Z: 1997-2012 (age: 13-28)

Zendaya (29)

Billie Eilish (24)

Shai Gilgeous (27)

Sydney Sweeney (28)

Shawn Mendes (27)

Angel Reese (23)

Communication | Motivations | Values



Gen Z: 1997-2012 (age: 13-28)



- Digital natives, FOMO (fear of missing out)
- Quick, easy, most convenient form of communication
- Always “on” generation

Gen Z | Motivations | Values

69.58 million in the workforce

- WFH | work from home | hybrid | flexibility
- Be your own boss
- Less motivated by \$ than any other generation
- Inclusion, diversity, DEI
- Social rewards
- Mentorship and constant feedback



Gen Z | Motivations | Values

- Entrepreneurial mindset
- Mental health
- Work/life balance
- Quickest forms/optimized work process
- DEI
- Authenticity, individuality





“You may have the greatest bunch of individual stars in the world, but if they don’t play together, the club won’t be worth a dime.”

Babe Ruth, Pitcher
Major League Baseball



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LET'S CREATE A
HARMONIOUS
WORKPLACE

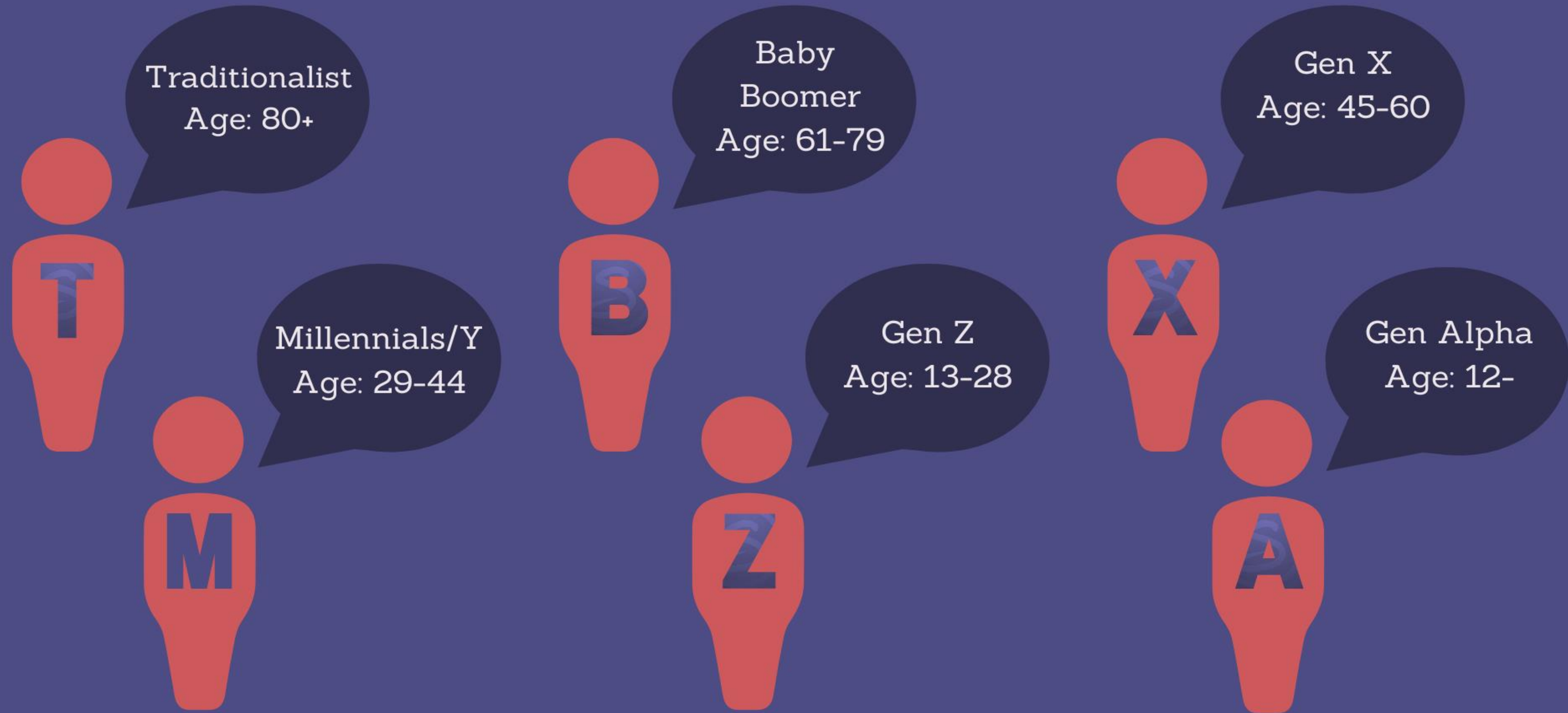


Let's Change the Conversation



KEY TAKEAWAY #1

Who are the generations?





KEY TAKEAWAY #2

Communication, motivations & values

- Perception on work
- Style of communication
- Relationship to technology
- View of authority
- Need for approval
- Perspective on resources
- Relationship to the team
- Response to policies/procedures



COMMUNICATION

How do they communicate?



MOTIVATIONS

What motivates them?



VALUES

What do they value?

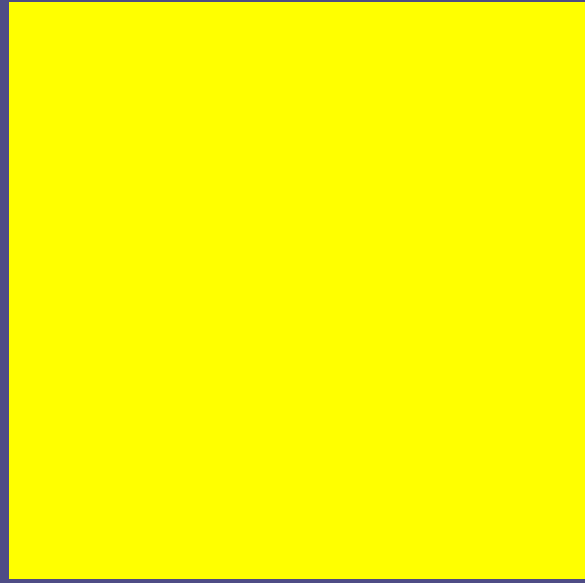




KEY TAKEAWAY #3

How personalities can contribute





Punctuality

Order

Loyalty

In charge

Always right



Family spirit

Relationships

Growth

Creativity

Inclusion



Flexible

Fun

Big picture

Hands on

Witty



Follow through

Rational

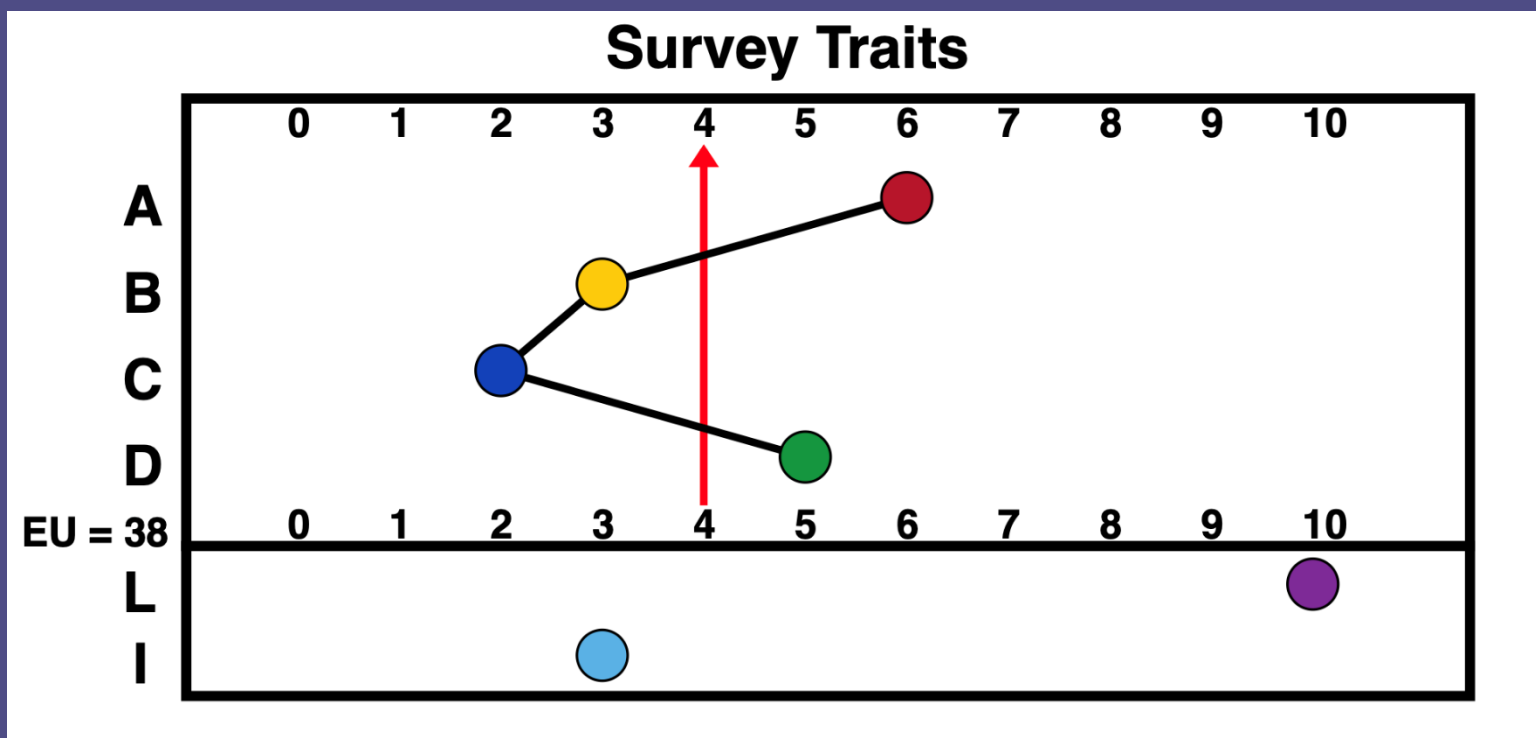
Intelligence

Competence

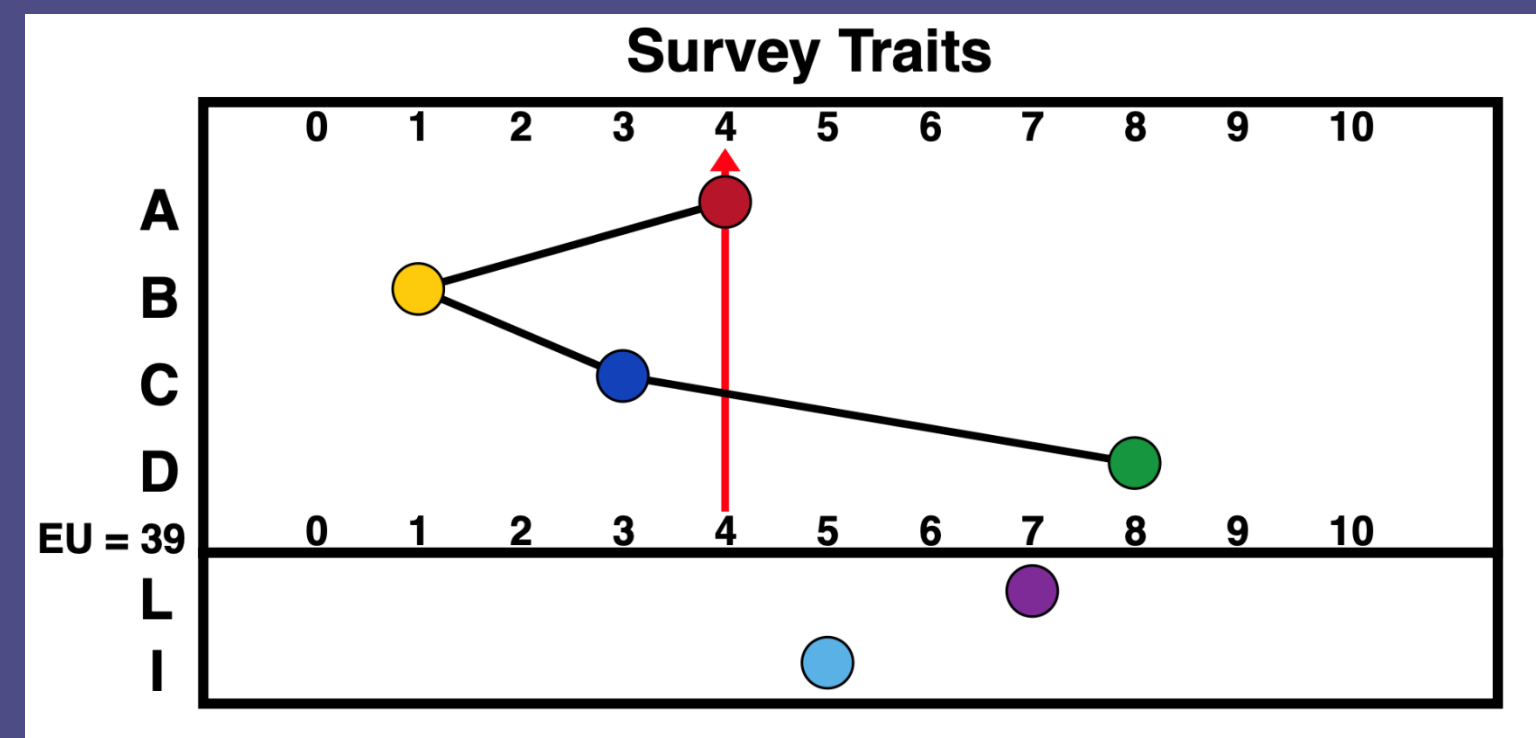
Practical



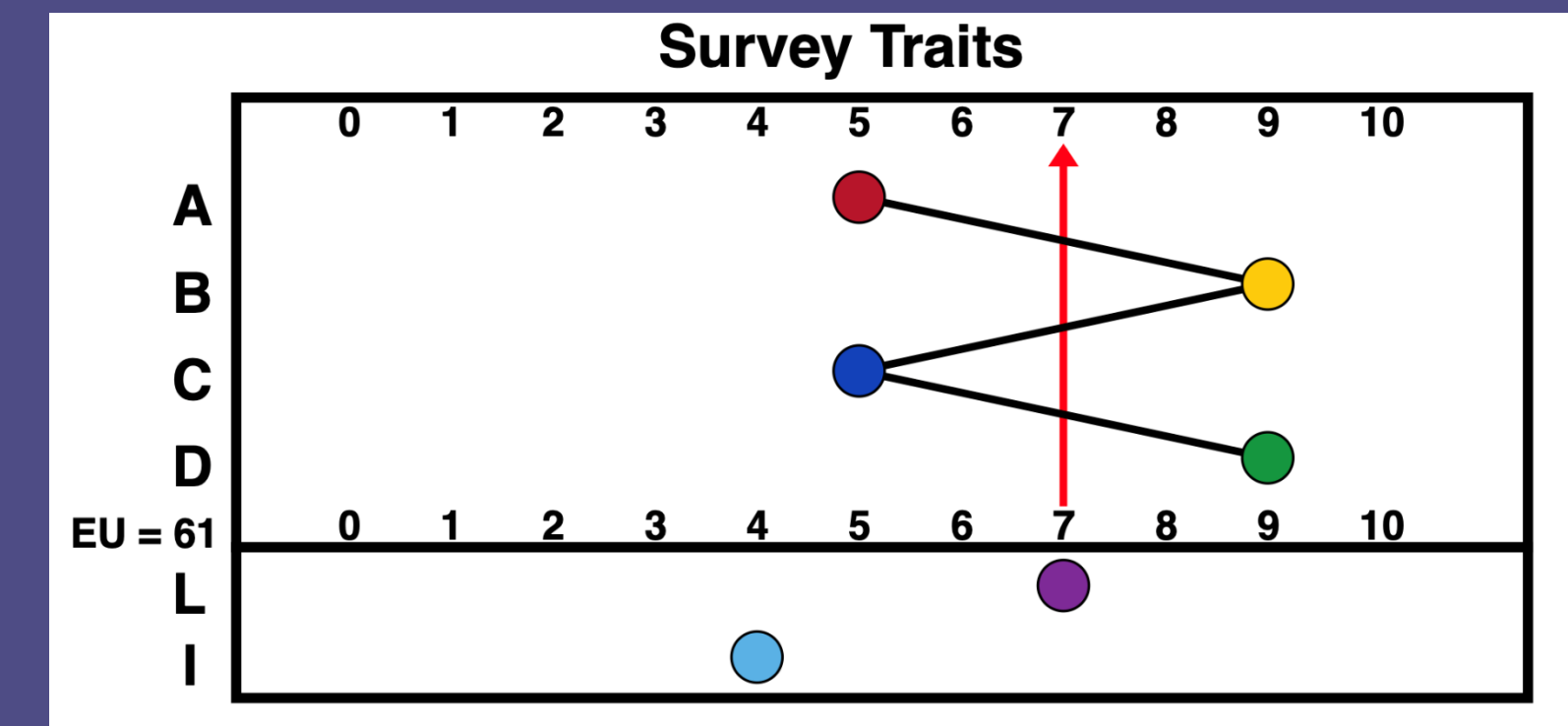
Project Manager Candidates



- Independence & autonomy
- Setting goals
- Education & training
- Financial rewards
- Private recognition
- Fast-paced



- Details & data
- Facts & research
- Independence
- Personal space
- Private recognition
- Fast-paced

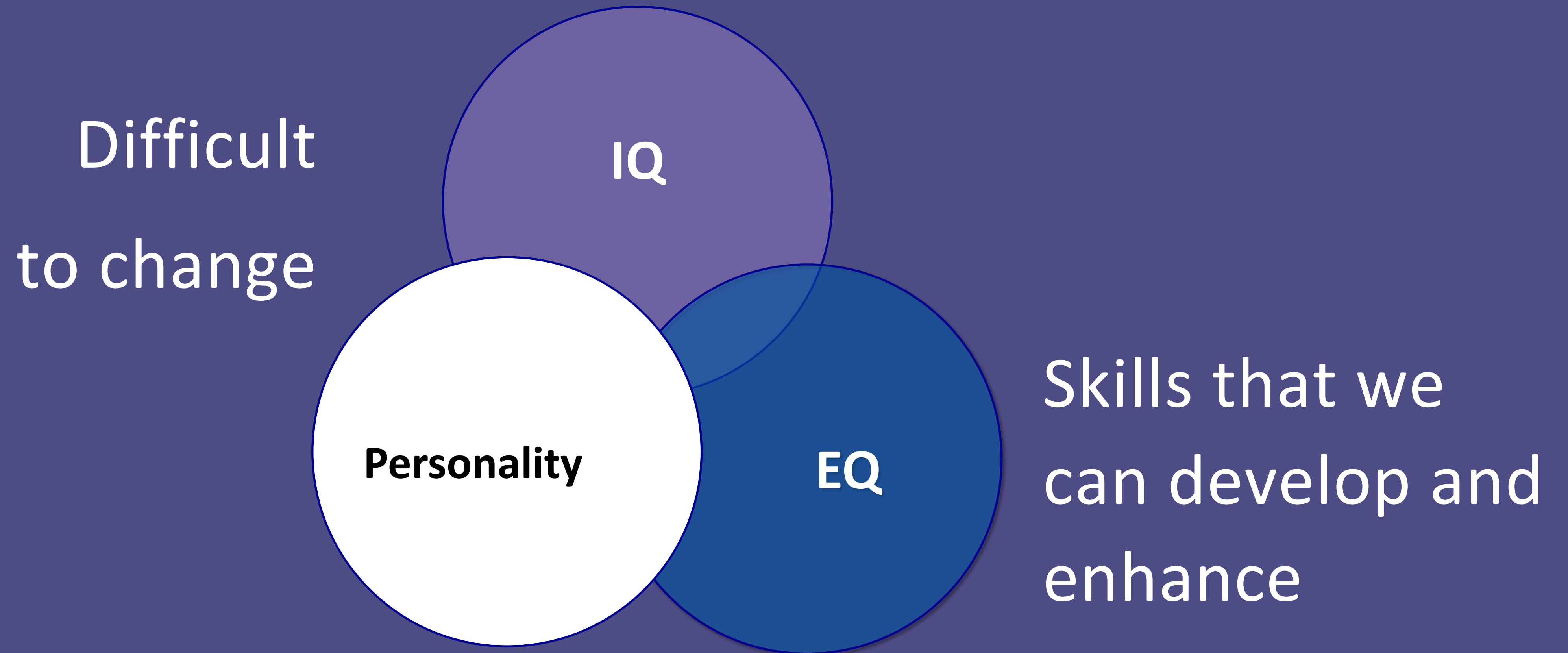


- Social connection
- Titles
- Teamwork & collaboration
- Harmony & communication
- Public recognition
- Fast-paced



KEY TAKEAWAY #4

How E.Q. can help



“Taking on a challenge is a lot like riding a horse. If you’re comfortable while you’re doing it, you’re probably not doing it right!”

TED LASSO





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How to make the
generations work together



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