

Is Age Just a Number?

Surviving in a Multi-Generational
Workplace



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Agenda

- Defining the Generations
 - Characteristics
 - Motivators
 - Work Styles
- Today's Workforce
 - Is There a *War for Talent*?
 - Is our Workforce Aging?
- Surviving in a Multi-Generational Workforce



Defining the Generations

Silent Generation (G.I. and Traditionalist)

- Born between 1909 and 1945
- Most are 66 years and older

Baby Boomers

- Born between 1946 and 1964
- Between 65 and 47 years old

Gen X'ers

- Born between 1965 and 1979
- Between 46 and 32 years old

Generation Y / Millennials

- Born between 1980 and 2001
- Most are under 30 years old

**Silent Generation
(G.I. and
Traditionalist)**

- Born between 1909 and 1945
- Most are 66 years and older

It's all about dedication and sacrifice...

- Stock market crash
- Great Depression
- New Deal
- World War II, which they won!
- Civil Rights: Martin Luther King and Malcolm X

- Famous Traditionalists
 - Andy Warhol
 - Sandra Day O'Connor
 - Woody Allen
 - Phil Donahue



Baby Boomers

- Born between 1946 and 1964
- Between 64 and 46 years old

Personal growth is the key!

- Television age begins
- Public school desegregation
- *Make love, not war*
- Moon landing
- Assassination of MLK and JFK

- Famous Boomers
 - Oprah
 - Bill Gates
 - Donald Trump
 - Bill Clinton and George W Bush



Gen X'ers

- Born between 1965 and 1979
- Between 45 and 31 years old

This generation works to live...

- Roe v Wade and birth control
- Latch-key kids
- Watergate
- Iran hostage crisis
- Challenger shuttle explosion
- Berlin Wall falls down
- Reagan and Pope shootings
- MTV

- Famous Gen X'ers
 - Lance Armstrong
 - Kurt Cobain
 - Barack Obama



Generation Y / Millennials

- Born between 1980 and 2001
- Most are under 30 years old

Contribution to society is the most important!

- End of the Cold War
- OJ Simpson and Rodney King
- Clinton/Lewinski
- Social networking
- Columbine
- 911 and the Iraq War
- Enron / financial crisis

- Famous Millennials
 - Miley Cyrus
 - The Olson twins
 - Facebook founder (Mark Zuckerberg)



The War for Talent?



*Is there REALLY
a war for talent?*

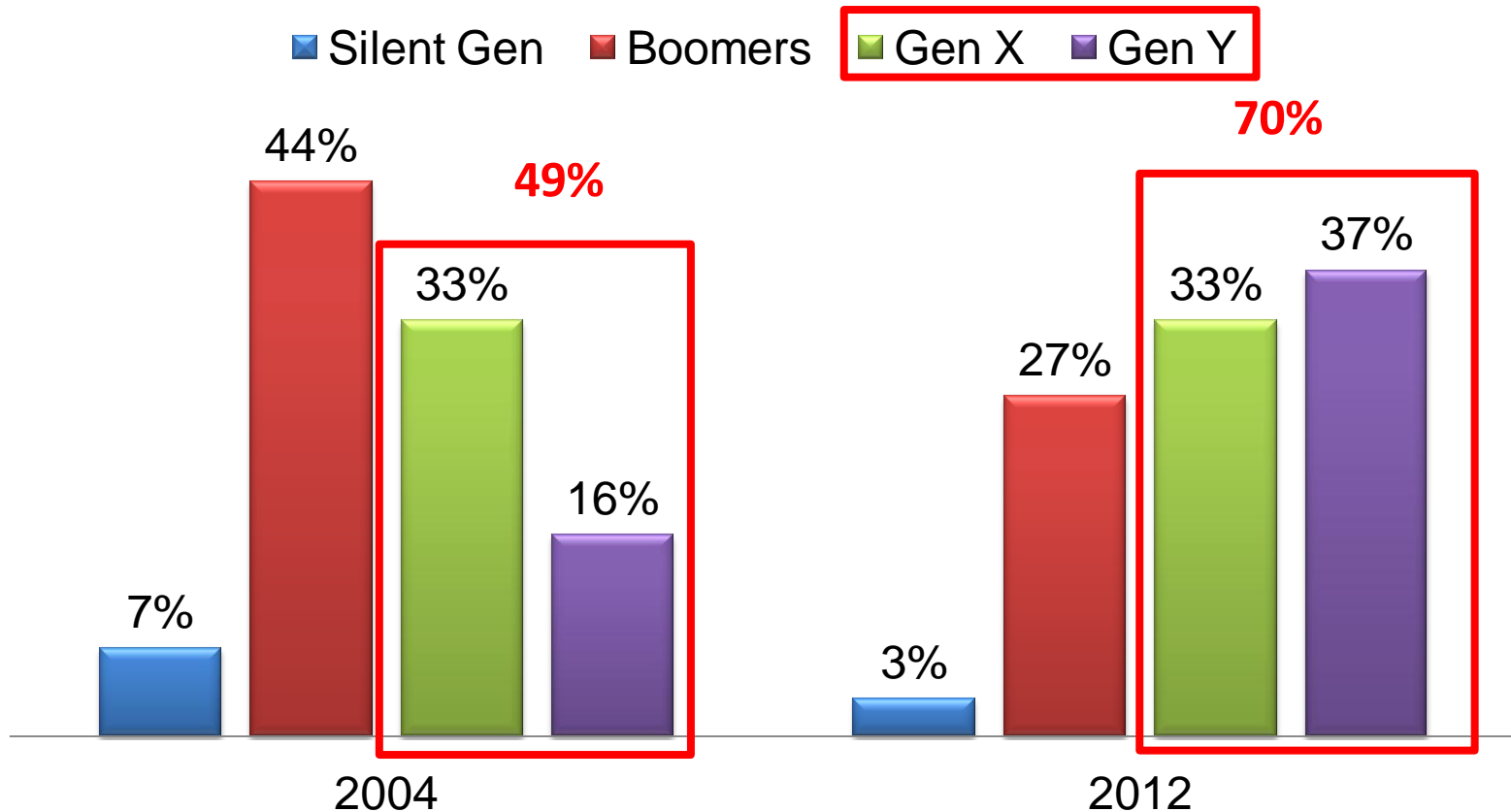
*What about the
economy?*

*Is this a
bunch of HR
hype?*

**How does
this impact
me?**

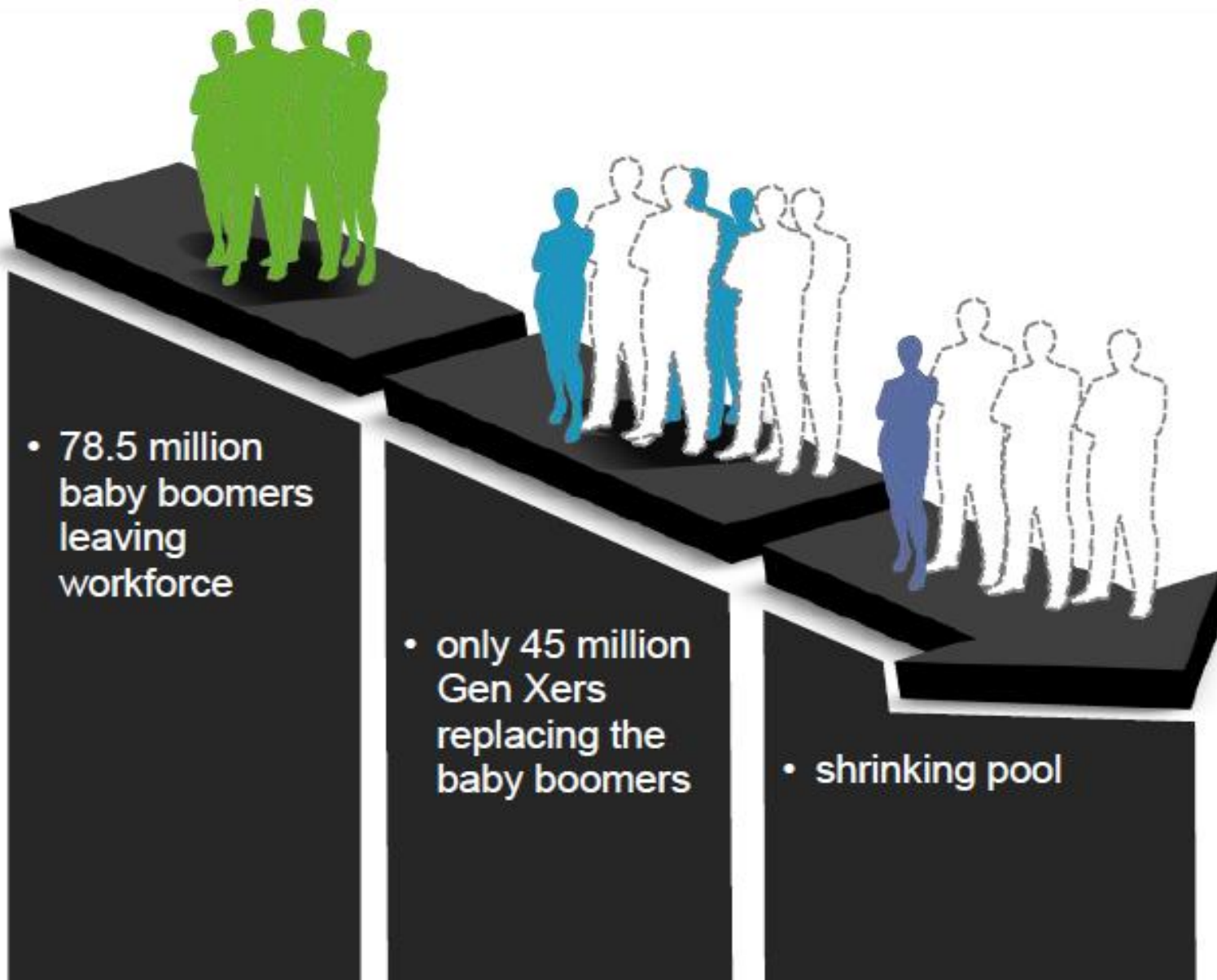
*Is our office
getting older?*

Generations in the Workforce



Gen Y ALONE will represent almost 40% of the workforce by 2012.

Gen X and Gen Y will represent 70% of the workforce by 2012.





Younger workers:
shift away
from traditional
career paths




Younger workers:
assume more
responsibility earlier
in careers



Differences in work
values / ethics will
escalate



Organizations forced
to rethink/revamp

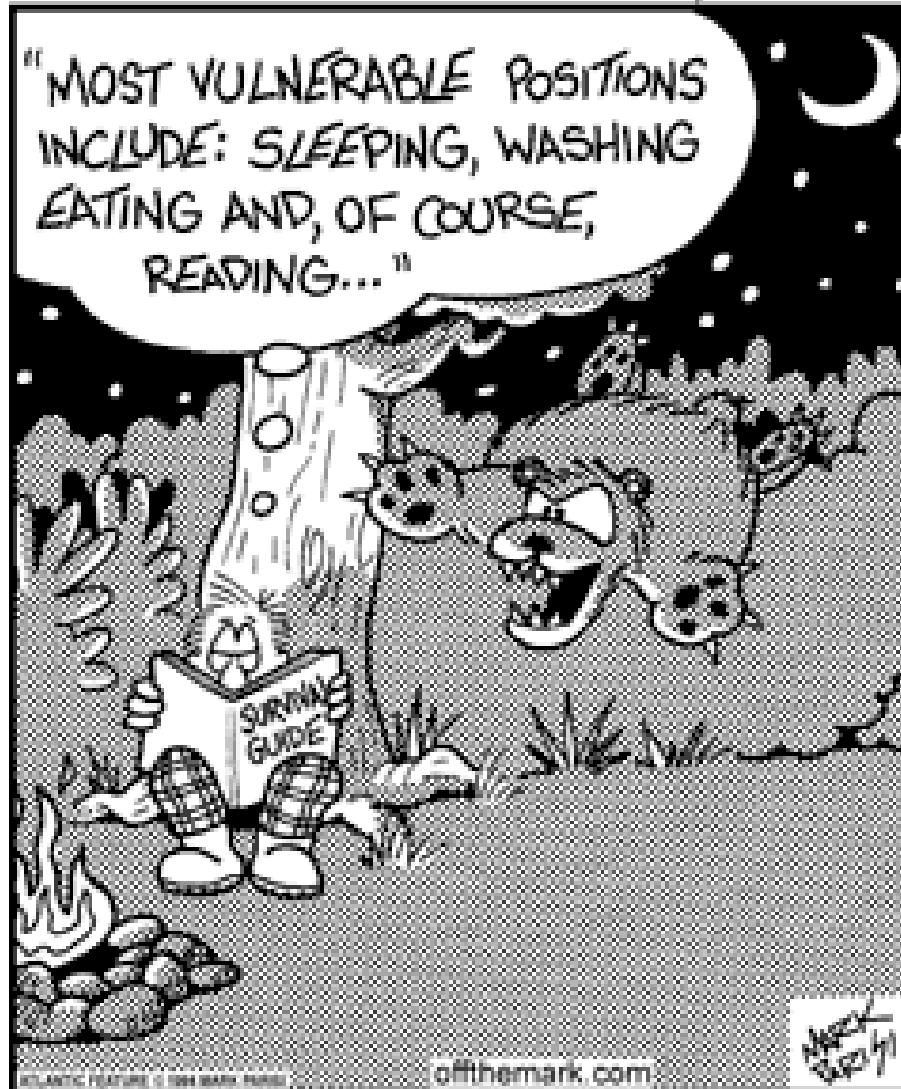


What trends will the 'aging workforce' produce?

Survival in a Multi Generational Workplace

off the mark.com

by Mark Parisi



1. Respect Generational Differences

LIFETIME
EMPLOYABILITY

LIFETIME
EMPLOYMENT



2. Team Up Different Generations



Mentoring programs are an excellent way to cross the "generational divide"

3. Talk About It

Promote awareness through education, seminars, games, and group activities



4. Step Out Of your Own Biases

What generational biases do you have?



Bringing it All Together

There was no respect for youth when I was young, and now that I am old, there is no respect for age - I missed it coming and going.

J.B. Priestly





Who has questions?



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