Embracing Generational Diversity
Understanding Generations in the Workplace

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Survey Says...

Which Generation Are You?

- **A. Traditionalist ('28-'45)**
  - Poll is full and no longer accepting responses
  - Bar A: 0%

- **B. Baby Boomer ('46-'46)**
  - Bar B: 5%

- **C. Generation X ('65-'79)**
  - Bar C: 25%

- **D. Generation Y ('80-'00)**
  - Bar D: 68%
The Generation Trend

Source: Bureau of Labor Statistics

Generations in the Workplace

<table>
<thead>
<tr>
<th>Year</th>
<th>Baby Boomers</th>
<th>Millenial</th>
<th>Gen X</th>
</tr>
</thead>
<tbody>
<tr>
<td>2005</td>
<td>45%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>2015</td>
<td>45%</td>
<td>31%</td>
<td>21%</td>
</tr>
<tr>
<td>2010</td>
<td>38%</td>
<td>36%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Today’s Topics:

A. Definition of each Generation
B. Generational Characteristics
C. Collaborating Across Generations
D. Takeaways & Reflection
Generations
General Guidelines

Traditionalist  BB  Gen. X  Gen. Y/Millenials

1925  1946  1965  1981

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Births for Each Generation
No. of US births by year and generation

Generational Births

Source: US Dept. of Health and Human Services Center for Health Statistics
PEW Research Center
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Deep thoughts....

“I see no hope for the future of our people if they are dependent on the frivolous youth of today, for certainly all youth are reckless beyond words. When I was a boy, we were taught to be discrete and respectful of elders, but the present youth are exceedingly wise and impatient of restraint.”

(Hesiod: 700BC)
Traditionalists

A. Definition

- Disciplined
- Loyal
- Respectful

Behavior

- Hard-working
- Detail
- Focused
- Mature

Strengths

- Reserved
- Diversity
- Technology

Challenge

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A. Definition
Baby Boomers

‘46-’64 81 M

- Optimistic
- Ambitious
- Competitive

Behavior

- Team
- Dedicated
- Experienced

Strengths

- Sharing praise
- Conflict Avoidance

Challenge

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A. Definition
Generation X

‘65-’80 61 M

Behavior
• Committed
• Risk Takers
• Skeptical

Strengths
• Independent
• Adaptable
• Creative
• Technology

Challenge
• Distrust authority
• W/T Balance
• Office politics

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A. Definition
Generation Y/Millennials

‘81-’99
85 M

Behavior
- Team
- Multitask

Strengths
- Technology
- Driven
- Purpose

Challenge
- Supervision
  - “Pay dues”
  - Respectful

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A. Definition

Millennials

Adopt a Millennial

https://www.youtube.com/watch?v=Ed-5Zzdbx0E
A. Definition

Millennials

• By 2014, 36% of workforce
• By 2020, 46% of workforce
• By 2025, 75% of workforce
B. Generational Characteristics

I. Influences/Characteristics

II. Work Style

III. Communication Preferences

IV. Cultural Preference/Value
B. Generational Characteristics

I. Influences/Characteristics

**Traditionalist**
- Great Depression, WW II, Women vote
- Loyal, “waste not, want not”

**Baby Boomers**
- TV, Vietnam War, human rights movement
- Idealistic, competitive, question authority

**Gen. X**
- Sesame Street, MTV, PC, divorce rate
- Resourceful, self-reliant, highly adaptive

**Millennials**
- Technology, natural disasters, gangs, diversity
- Globally concerned, cyber literate
Generations Exercise

What/how does each generation contribute to the workplace?
## B. Generational Characteristics

### II. Work Style

<table>
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<th>Generation</th>
<th>Characteristics</th>
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</table>
| Traditionalist | • Strong work ethics & disciplined  
                 • Fairness and Consistency, experience                                    |
| Baby Boomers  | • Emotional maturity, desires inclusion in decisions  
                 • Uncomfortable with conflicts                                               |
| Gen. X        | • Independent, committed, dislikes micro-mgt.  
                 • Want fun in workplace, work/life balance                                  |
| Millennials   | • Multi-task, social network on job, prefer teams  
                 • Don’t believe in paying dues, prefers flexibility                         |
### III. Communication Preferences

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<th>Generation</th>
<th>Communication Preferences</th>
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| Traditionalist | • Formal/professional language  
                 • Words/tone = respectful, grammatical                                                 |
| Baby Boomers  | • Relationship/business intertwined  
                 • Team input, link to mission/value                                                  |
| Gen. X        | • Direct/straightforward  
                 • Time conscious                                                                        |
| Millennials   | • Text/F2F  
                 • Don’t be condescending, avoid sarcasm                                                  |
<table>
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<th>Generation</th>
<th>Cultural Preference/Value</th>
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| Traditionalist | • Conservative (dress/attire/work)  
• Work=privilege, respectful workplace  
• May struggle with respect for diversity |
| Baby Boomers   | • View their value through work  
• Prefer personal approach to workplace                                                      |
| Gen. X         | • Independent, self-reliant, willing to challenge                                          
• Adaptable, thrive in chaos, enjoy achieving results                                           |
| Millennials    | • Community/achievement oriented, value diversity  
• Confident, informal                                                                        |
Generations Exercise

In what way may there be clashes among generations

(Work style, communications, cultural beliefs)?
Millennials vs. Generation X

- Open to Change
- Adaptable
- Creative
- Team
- Praise

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C. Collaborating Across Generations

Be Cognizant of Ageism

- Judgement/stereotype based on age
- Multi-generation teams struggle
- Organization usually hires certain generation
- Employees dismiss ideas offered by younger/older generations
- Routine complaints about a specific generation
C. Collaborating Across Generations

Guidelines

1. Challenge Stereotypes
2. Find common ground
3. See the positives
4. Encourage diversity
5. Customize communications
C. Collaborating Across Generations

Guidelines

1. Challenge Stereotypes

- Treat everyone as individual
- Assess how age stereotypes may color your views
- Encourage people to reject age stereotypes

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C. Collaborating Across Generations

Guidelines

2. Find common ground

- Ask respectful questions
- Listen with open mind
- Connect on human level
- Find talents in everyone
C. Collaborating Across Generations
Guidelines

3. See the positives

- Assume everyone has value
- Find interest, abilities and experiences
- Allow for a range of work styles

“Keep your face to the sunshine…”
~ Helen Keller
C. Collaborating Across Generations

Guidelines

4. Encourage diversity

- Develop multi-generation partnerships
- Find collaborative ways to share perspective
- Make mentoring a constant
C. Collaborating Across Generations
Guidelines

5. Customize communications

- Same message, multiple formats
- Conduct generational information awareness/sharing sessions
D. Top Takeaways

1. Build knowledge
2. Challenge Stereotypes
3. Find common ground
4. Be positive
5. Create diverse environments
Questions? Comments? Witty remarks?

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