Boomers
and
X’ers
and
Mils

OH MY!
Generational Study Fully Emerges: 2000s
Generational Training, Knowledge, Strategies

Business.
Government.
Education.
Religion.
Personal lives.
The Foundation Of Generational Dynamics

1. Formative years mold Core Values.

2. Five living generations.

3. Core Values guide decision-making.
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Generations tend to be nation-specific
What About Immigrants??

How many formative years did you spend in the U.S.?
Using Generational Strategies

**MARKETPLACE**
- Market Research
- Products, Facilities
- Marketing, Selling
- Patient Care
- Legislative Relations
- Membership
- Volunteerism

**WORKPLACE**
- HR Research
- Recruit
- Onboard, Train
- Manage, Engage
- Communicate
- Comp/Benefits
- Retain
The Holy Grail Of Leadership

A Generational Gearbox
Diana Nyad Swims From Cuba To Florida at age 64
WE WIN !
Boomers

“The $3 Billion Wedding Business”
Birth Years: 1946 – 1964
Age in 2018: 54 to 72
How Many Born: 79,907,844
Formative years: ’50s to early ’80s
America is getting so much right!!

Boomers
America: as magical as magical gets
We look in the mirror and decide... “better”

Feminist
Betty Friedan
Optimism.
Idealism.
Empowerment.
Engagement.

Right And Wrong.
Strong work ethic.
Make USA perfect.
Power To DO It.
The Consciousness Movement
1961 - 1975

Boomers

Kent State
1970
The Consciousness Movement

CIVIL RIGHTS Movement
WOMEN'S Movement
WAR PROTEST Movement
ECOLOGY Movement
SEXUAL Revolution
DRUG Revolution
RELIGION Revolution
YOUTH EMPOWERMENT
Some don’t feel like Boomers
Miss the social protests
Some values different, most similar
The Seventies:

✓ Sex, drugs, rock 'n roll
✓ Continue the battle
Boomers

Forever Young!
✓ Exuberant
✓ Outgoing
✓ Assertive
✓ Aggressive
✓ Comfy in spotlight
✓ Forever Young!
TV Spot - Walt Disney World
Retire? WHY?!

Boomers
Excellent work ethic, values, attitude
Experience, wisdom
Good interpersonal skills
Patient is # 1, I'm # 2
Care about entire organization
NEW WORKPLACE REALITY

- Don’t know how long they’ll live
- So: most cannot retire
- Also bailing out adult children
- Love to work
- Saw elders retire early, lose purpose
- Work past normal retirement age
- Stay put or launch *Career Next*
- Full-time, part-time, project
- Consult, job-share, work-at-home
- Younger bosses: confront own ageism
Remain productive, vital
Help company and younger employees
Not enough X’ers to replace them
So: retain Boomers
Sabbatical program for long-timers?
Referral Bonuses? They’re networked
RECRUIT BOOMERS

- High-level talent is available
- They might come from the outside
- Create Refined Boomer recruitment
- Acknowledge their track record
- Assure proper tech training
- Customize work schedules for THEM
Will Boomers slip through your fingers?
58,541,842 Armies Of One

Birth years: 1965 – 1981
Age in 2018: 37 to 53
How many born: 58,541,842
Formative years: ’70s to early 2000s
The GenX Formative Years: Unique Highs, Unique Lows
Our First Computer Generation
“A New Breed of Whiz Kids”
Women and Minorities advance: (Many) household incomes increase
“America’s Forgotten Children”

The Family Unit Takes A Beating
USA’s more mobile society uproots many X’er children
Leaders, Heroes Fall In Disgrace
WHOM can we trust?
WHAT can we trust?
Moms and Dads lose their jobs.
The dismantlement of the Middle Class.
CORE VALUES

Independent
Self-reliant
Cynical and distrustful
Self-focused
What’s in it for me?
E-Greeting Card
Females: surging.
Males: searching.

1970s Video Arcade
“I am woman, hear me roar”
The guys try to figure it out
TV spot - Secret Deodorant
TV spot – Hummer
The Family - First Generation
X’ERS IN THE WORKPLACE

- Creative, entrepreneurial
- Self-reliant, independent
- Adaptive, good with change
- Excellent at “finding solutions”
- Provide GenX-specific leadership training
X’ERS IN THE WORKPLACE

- Results-oriented
- Linear mind-set: good and bad
- Don’t expect or promise loyalty
WHAT’S IMPORTANT TO X’ers?

- Work-life balance, family-friendly
- Key perks: cash and flex-time
- Stability, security
- Employers who let them self-manage
- Training: hard and soft skills
- Advancement based on merit
CREATE A PRO-X’er CULTURE

- Assure them space to grow
- Reward individualism, creativity
- Key perks: cash and flex-time
- Don’t micro-manage
- Stress accountability, then back off
- Job rotations, cross-training
- Give them a voice, stake in outcome
The New World

Birth Years: 1982 - 2000 so far
Age in 2018: 18 to 36 so far
How Many Born: 74,191,948 so far
Formative Years: 1980s to now
“Overparenting got way out of control in the past generation.”
- Optimistic and enthusiastic
- Uncertain about nation, but hopeful
- Revere elders’ knowledge, wisdom
- Focused on education
- Close relationship with parents
TV Spot – Coca Cola
➢ Team players
➢ Socially active
➢ Teen social pathologies down
SUMMER JOBS:
“once a rite of passage, fewer teens are now looking”
Beyond Their Control: The Tech Revolution Guinea Pigs
TECH’S DAMAGE

✓ Sense of immediacy = impatience
✓ Short attention spans
✓ Crave variety and change
✓ Knowledge superficial; mini-blasts
✓ Tech addiction
TECH’S DAMAGE:
The Soft Skills

Communication
Critical Thinking
Empathy
Organization
Silent Fluency

Punctuality
Social Savvy
Creativity
Adaptability
Phone skills
9/11: Mils are age 1 to 19
Katrina: Mils are age 5 to 23
The School-Shootings Generation
Our Boots On The Ground
“Generation Give”

➢ Patriotism, sense of nation
➢ Empowerment, engagement
➢ Compassion for less fortunate
➢ Group-think
EXTENDED ADOLESCENCE

- Job-hopping
- Have fun, maybe travel
- Delay marriage, parenting
- Live with parents
MILS IN THE WORKPLACE

✓ Idealistic, want ethical employer
✓ Inquisitive
✓ Good career spirit
✓ Want to work hard, do job well
✓ Want their work to count
MILS IN THE WORKPLACE

✓ Comfortable with elders
✓ Prefer a team/group culture
✓ Collaborative: like to share info
MILS IN THE WORKPLACE

✓ Job security appeals to them
✓ Stable, old-line employers appeal
✓ Work-life balance influences choice
✓ Benefits package influences choice
✓ Health insurance, paid vacation, retirement savings plan
RECRUITING MILS

✓ Give lots of individual attention
✓ Use digital media to help career
✓ Provide access to senior mgt.
✓ Offer a career *tree*, not linear path
✓ Recruit their parents, too
ONBOARDING MILS

“... a rising number of students reneging on offers”

✓ Strong orientation
✓ Fast start to immerse them
✓ Make their first day unforgettable
✓ Before first day: Connection Buddy
✓ Then: formal mentor
MANAGING MILS

✓ Might not handle “ambiguity”
✓ Lots of structure, clear rules
✓ Eliminate uncertainty in tasks
✓ Constant, specific feedback
MANAGING MILS

✓ Enable them to make big contribution asap

✓ Reward them with more responsibility

✓ Lots of ongoing training

✓ Allow them to give input and listen
OUR NEXT GENERATION: GEN Z ??

- Next generation or still Millennials?
- Born beginning in 2001?
- Graduating high school about now?
- Oldest members are now turning 18?
- Core Values must be NOTABLY different
- Minor changes mean 2nd-Wave Mils only
17- AND 18-YEAR-OLDS
FORMATIVE YEARS’ TIMES

❑ Family life: no major change from Mils

❑ Parents are almost entirely Gen X’ers

❑ Parents a bit wiser about Tech damage?
17- AND 18-YEAR-OLDS
FORMATIVE YEARS’ TIMES

- Religion: no major change from Mils
- Education: no major change
- Government: no major change; sleazy
- Economy: post-Recession jobs, hope
Still a world and nation of terrorism
Still tech dominance and damage
Still a mass media culture of negative/vulgar/shock
Still school bullying, shootings
Summer jobs: more are working
It begins with this:

The challenges are generational.

So the solutions are generational.

Generational Nursing Strategies:

Research
Marketplace
Workforce
Legislative Relations
Membership and Volunteerism
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Additional Content

Book and PBS television-show DVDs:
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Contact Me At Any Time

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