

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.**

G. I.	1901 - 1926	92+
Silent	1927 - 1945	73 to 91
Boomer	1946 - 1964	54 to 72
GenX	1965 - 1981	37 to 53
Millennials	1982 - 2000	18 to 36
Next Gen?	? - ?	? to ?

**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

Boomers

Diana Nyad Swims From Cuba To Florida at age 64

Boomers

WE WIN !

Boomers

**"The \$3 Billion
Wedding Business"**

Boomers

Birth Years:	1946 - 1964
Age in 2018:	54 to 72
How Many Born:	79,907,844
Formative years:	'50s to early '80s

Boomers

America is getting so much right !!

Boomers

America: as magical as magical gets

Feminist
Betty Friedan

We look in the mirror
and decide... "better"

Boomers

Woodstock

Optimism.

Idealism.

Empowerment.

Engagement.

Right And Wrong.

Strong work ethic.

Make USA perfect.

Power To DO It.

Boomers

**Kent State
1970**

**The Consciousness Movement
1961 - 1975**

Boomers

The Consciousness Movement

CIVIL RIGHTS Movement

WOMEN'S Movement

WAR PROTEST Movement

ECOLOGY Movement

SEXUAL Revolution

DRUG Revolution

RELIGION Revolution

YOUTH EMPOWERMENT

2nd-Wave Boomers

- ❖ 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 !

Boomers

- ✓ Exuberant
- ✓ Outgoing
- ✓ Assertive
- ✓ Aggressive
- ✓ Comfy in spotlight
- ✓ Forever Young !

Boomers

TV Spot - Walt Disney World

Boomers

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

NEW WORKPLACE REALITY

- 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

NEW WORKPLACE REALITY

- 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?

Nobody. Nothing.

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

1970s Video Arcade

Females: surging.

Males: searching.

“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**

Mils

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

Mils

9/11: Mils are age 1 to 19

Mils

Katrina: Mils are age 5 to 23

The School-Shootings Generation

Mils

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 renegeing 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**

17- AND 18-YEAR-OLDS FORMATIVE YEARS' TIMES

- ❑ 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

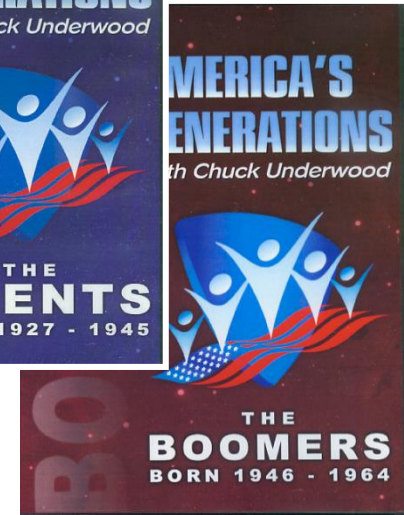
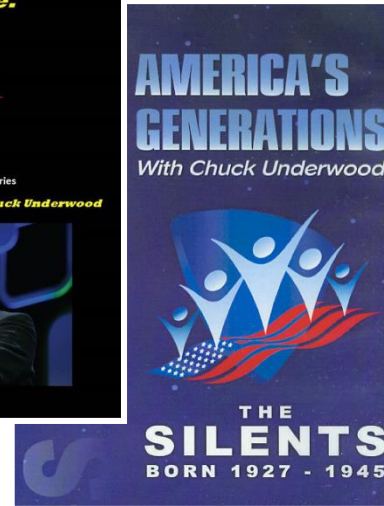
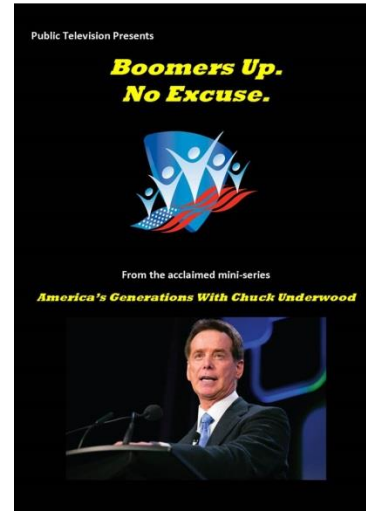
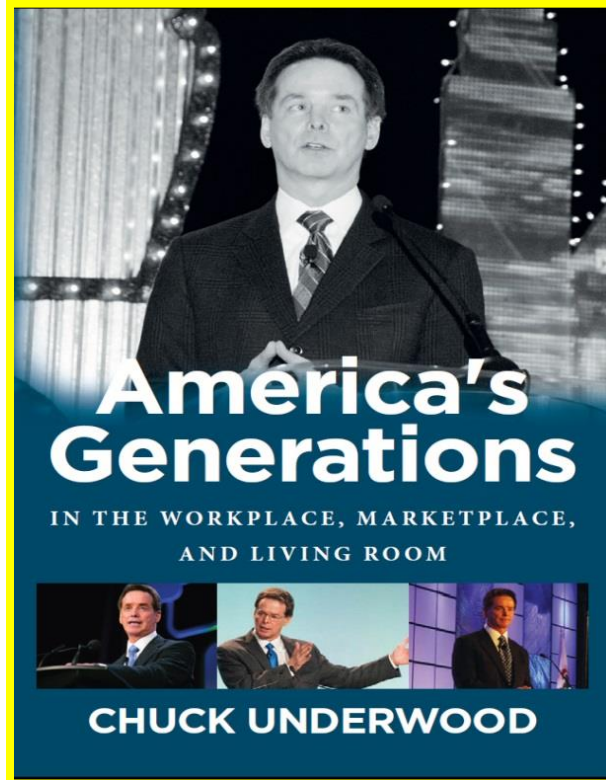
Legislative Relations

Membership and Volunteerism

America's Living Generations

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Additional Content



Book and PBS television-show DVDs:
www.genimperative.com

Contact Me At Any Time

The Generational Imperative, Inc.

EM: chuck@genimperative.com

PH: 937.247.1123 (Ohio)

www.genimperative.com