

Veterans-Silent Generation

Workplace Attributes

Birth Date: ~ 1922-1945

“Work is an obligation.”

Assets:

- Experience
- Enhanced knowledge
- Dedication
- Focus
- Loyalty
- Stability
- Emotional Maturity
- Perseverance

Possible Issues:

- Reluctant to buck the system
- Expects traditional gender roles
- Uncomfortable with conflict
- Resistant to change
- Knowledge is not documented

Messages that Motivate:

“Your experience is respected and valued here.”

Rewards:

Tangible symbols of loyalty, commitment, and services including plaques and certificates

Methods of Communication:

Memos, letters, and personal notes.

Baby Boomer

Workplace Attributes

Birth Date: ~ 1946-1964

“Work is an exciting adventure.”

Assets:

- Service orientation
- Dedication
- Loyalty
- Team perspective
- Experience
- Knowledge

Possible Challenges:

- May put process ahead of results
- Slow decision making
- Like group consensus which may result in a lot of meetings
- Wave of retirements in near future

Messages that Motivate:

“We need you and your opinion is valued.”

Rewards:

Personal appreciation, promotion, and recognition.

Methods of Communication:

Phone calls and personal interactions.

Generation X

Workplace Attributes

Birth Date: ~ 1965-1980

“Work is a difficult challenge and an obstacle I must conquer.”

Assets:

- Adaptability (quick to assess and tackle)
- Techno-literate
- Independent and autonomous
- Resourceful and creative
- Willingness to buck the system
- Efficiency

Possible Challenges:

- Skeptical
- Independent decision makers
- Like to challenge
- May distrust authority

Messages that Motivate:

“Do it your way. There are not many rules around here.”

Rewards:

Opportunities for development, advancements, and certifications/credentials to add to their resumes.

Methods of Communication:

Voicemail and e-mail; anything efficient.

Millennials

Workplace Attributes

Birth Date: ~ 1981-2000

“Work is a means to an end and it’s a thing, not a place. I work to live, not live to work.”

Assets:

- Collective action
- Demand social responsibility and transparency
- Ability to multi-task
- Technologically savvy
- Innovative and creative
- Efficient

Possible Challenges:

- Need for supervision and detailed direction
- Inexperience
- Lack of soft skills; interpersonal skills and dealing with difficult people
- Want immediate promotion
- Want immediate decision making authority.

Messages that Motivate:

“Your work makes a huge difference here.”

Rewards:

Frequent awards, certificates, tangible evidence of credibility and authority.

Methods of Communication:

Social media, texting, and instant messaging.

Generation Z

Workplace Attributes

Birth Date: ~ 2001-Present

“I am on a quest to find my dream job.”

Assets:

- Active in the community
- Demand diversity
- Independent and resilient
- Enhanced “soft skills”
- Financially savvy
- Conscientious and mindful

Possible Challenges:

- Impatient
- Hyper-aware
- Competitive
- Highly independent
- Less team-oriented

Messages that Motivate:

“We will have security and stability here.”

Rewards:

Challenging assignments and advancement opportunities.

Methods of Communication:

Face-to-face and technology enhanced.