

Top Tips for Generations

| Generation | Work Ethic | Leadership Style | Learning Preference |
|---------------------|--|---|--|
| Baby Boomers | Workaholics, Efficient, Crusade causes, Personal fulfillment, Question authority | Consensual, Collegial | Interactive, Group learning through facilitation, Need time to practice, Learning adds value |
| Generation X | Self-reliant, Wants structure & direction, Skeptical | Everyone is the same, Challenge others, Ask why, Earn respect | Fluid using technology, Learn by doing - get involved, Make learning fun |
| Millenials | Multi-Tasking, What's next, Tenacity, Entrepreneurial, Tolerant, Goal Oriented | Collaborative | Teamwork and technology, Edu-tainment, Link learning to making money |

| Generation | What They Value | Communication | Deal with Money |
|---------------------|--|--------------------------------------|-------------------------------------|
| Baby Boomers | Optimism, Being involved, Individuality, Health, Being youthful | Touch-tone phones, Call me anytime | Buy now pay later |
| Generation X | Skepticism, Honesty, Transparency, Resourcefulness Independence | Cell phone, Don't call me after work | Cautious, Conservative, Saver |
| Millenials | Being real, Confidence, Being social, Integrity, Innovation, Entertainment, Efficiency | Text, Internet, Email, Social Media | Earn to spend |

Millenial Tips

Intuitive sense of technology – capitalize on it
 More creative and innovative problem solving – listen to their input
 Use technology to learn – give them the tools to learn
 Find direct communication less necessary – let them email and text
 Work well in a team environment – allow them space to the best they can be
 They celebrate diversity – we all should

How to be a Leader for Millenials

Provide Structure - Jobs should have fairly regular work hours – but offer flexibility when possible
 Goals should be clearly stated and progress measured and assessed
 Define assignments and clearly define what success looks like
 Meetings – agenda and minutes

Provide Leadership & Guidance

They want in on the big picture – let them know the scoop
 They want to learn from you and receive daily feedback
 Plan for time to coach and teach

Take Advantage of the Millenials Comfort with Teams

Encourage them to join – they'll keep you informed and offer more
 They believe teams accomplish better outcomes
 Mentor and coach as a team and as individuals
 Take advantage of their affinity to network
 They expect and deserve you investment in their success
 Encourage the Self-Assured, Can Do, Positive Self Image Attitude
 They are ready to take on the world – help them
 Parents told them they can do it, they can, so let them
 Encourage, squashing or containing will lead to backlash – if they fail they will try again

Influences & Traits of Generations in Today's Workplace

| Generation | Born | Current Population |
|------------------------|---------------|--------------------|
| Traditionalists | Prior to 1946 | 75 million |
| Baby Boomers | 1946 - 1964 | 80 Million |
| Generation X | 1965 - 1979 | 60 Million |
| Millenials | 1980 - 2000 | 80 Million |

*By 2020 - 50% of the workforce will be Millenials/2025 - 75% of global workforce

| Generation | Influences | Traits |
|---------------------|---|--|
| Baby Boomers | Economic Prosperity Vietnam War - social change and uncertainty Women & Civil Rights Movement Sex, drugs & Rock-n-roll The "Me" Generation | Loyalty to the team, not the organization or manager Competitive, workaholic, Optimistic, Identity closely aligned to their professions, 1960's unrest created a sense of social responsibility |
| Generation X | Sesame Street, MTV, Personal computers, AIDS, 2 parent working households, Divorce, crack/cocaine, Parents felt children were the most important things in their lives | Eclectic, Resourceful, self-reliant, skeptical of institutions, adapt well, independent, Don't like authority figures, happy to toil away individually |
| Millenials | Expansion of tech and media, Mixed economy, children steered toward summer activities v jobs, Terrorism, Violence, Climate change, parents felt the are the only thing in their life | Diverse, Media savvy, cyber-literate, Environmentally conscious, Collaborative, First job maybe when they leave school, Will work 60 hours per week - but on their own schedule |

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