

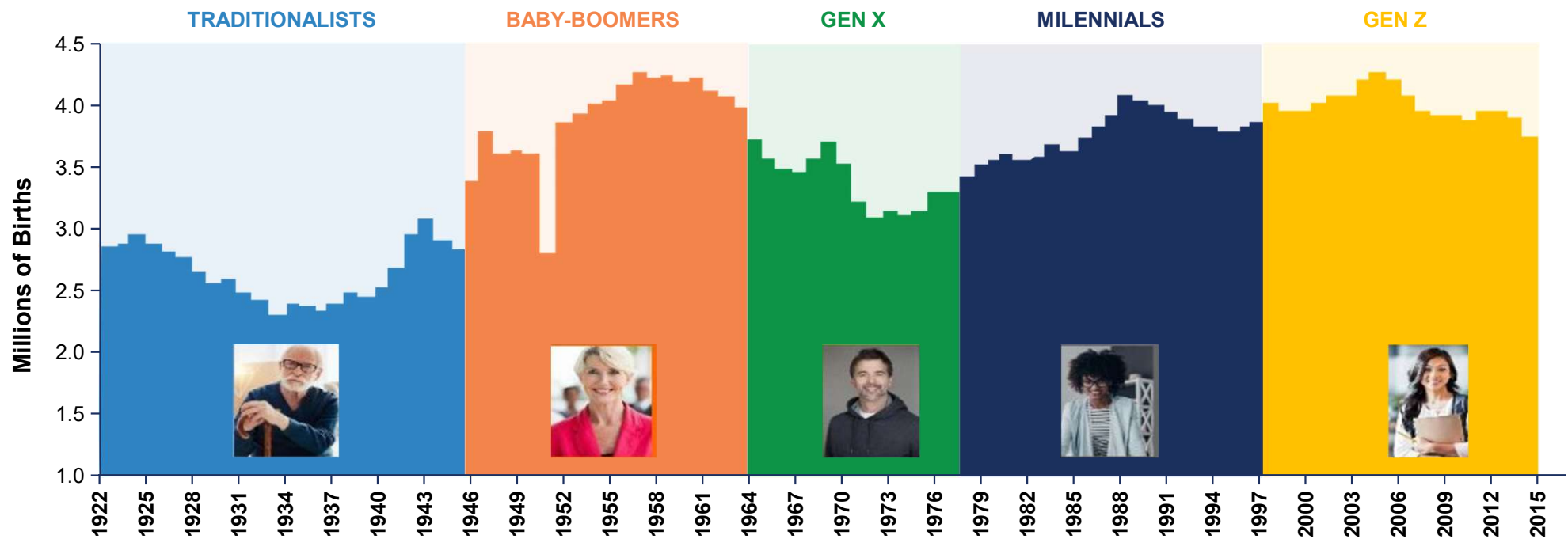
*Holly Buchanan*

# From Boomers to Gen Z – Mastering Workplace Interactions



# The Generation Segments

The number of births by year illustrates the significant size of both the Millennial generation and the Gen Z group that follows



Source: U.S Bureau of the Census

# What employees look for in their employer, by generation

| Young Millennials & Gen Z: 1989-2001                     | Older Millennials: 1980-1988                           | Gen X: 1965-1979                                    | Baby Boomers: 1946-1964                             |
|----------------------------------------------------------|--------------------------------------------------------|-----------------------------------------------------|-----------------------------------------------------|
| The organization cares about employees' well-being.      | The organization cares about employees' well-being.    | The organization's leadership is ethical.           | The organization's leadership is ethical.           |
| The organization's leadership is ethical.                | The organization's leadership is ethical.              | The organization cares about employees' well-being. | The organization cares about employees' well-being. |
| The organization is diverse and inclusive of all people. | The organization's leadership is open and transparent. | The organization's financial stability.             | The organization's financial stability.             |

Gallup Workplace poll – 2021

<https://www.gallup.com/workplace/336275/things-gen-millennials-expect-workplace.aspx>

# What determines a company's culture? How they handle this...

October 8, 2021

by **HOLLY BUCHANAN, BUCHANAN MARKETING LLC**

**83**  
SHARES

 Share

 Share

<https://www.cuinsight.com/what-determines-a-companys-culture-how-they-handle-this/>



# We get people wrong

## Erosion of TRUST



# Is it true?



# Challenge Stereotypes



# BOOMERS

1946-1964

Age: 61- 79



🔍 Boomers are..|

- 🔍 boomers **are what age group**
- 🔍 boomers **are what years**
- 🔍 boomers **are how old**
- 🔍 boomers **are what age**
- 🔍 boomers **are born when**
- 🔍 boomers **are the best generation**
- 🔍 boomers **are retiring**
- 🔍 boomers **are leaving america**
- 🔍 boomers **are leaving the us in droves**

# BOOMERS



Started with Collectivism, moved to Individualism



Unrealistically high expectations – TV advertising aimed at kids



Hierarchy - Respect



“Won’t get out of the way” “Pulled up the ladder”  
“Ruined it for the following generation” vs.  
71 percent of Baby Boomers say they  
feel behind in saving for retirement\*



[\\*https://www.marketwatch.com/story/the-closer-people-are-to-retirement-the-less-ready-they-feel-survey-finds-11670862698](https://www.marketwatch.com/story/the-closer-people-are-to-retirement-the-less-ready-they-feel-survey-finds-11670862698) Bankrate Survey 12/22





to be  
point of view.  
**Respect** [ri'spe  
show deferenti  
hold in esteem  
regard with so

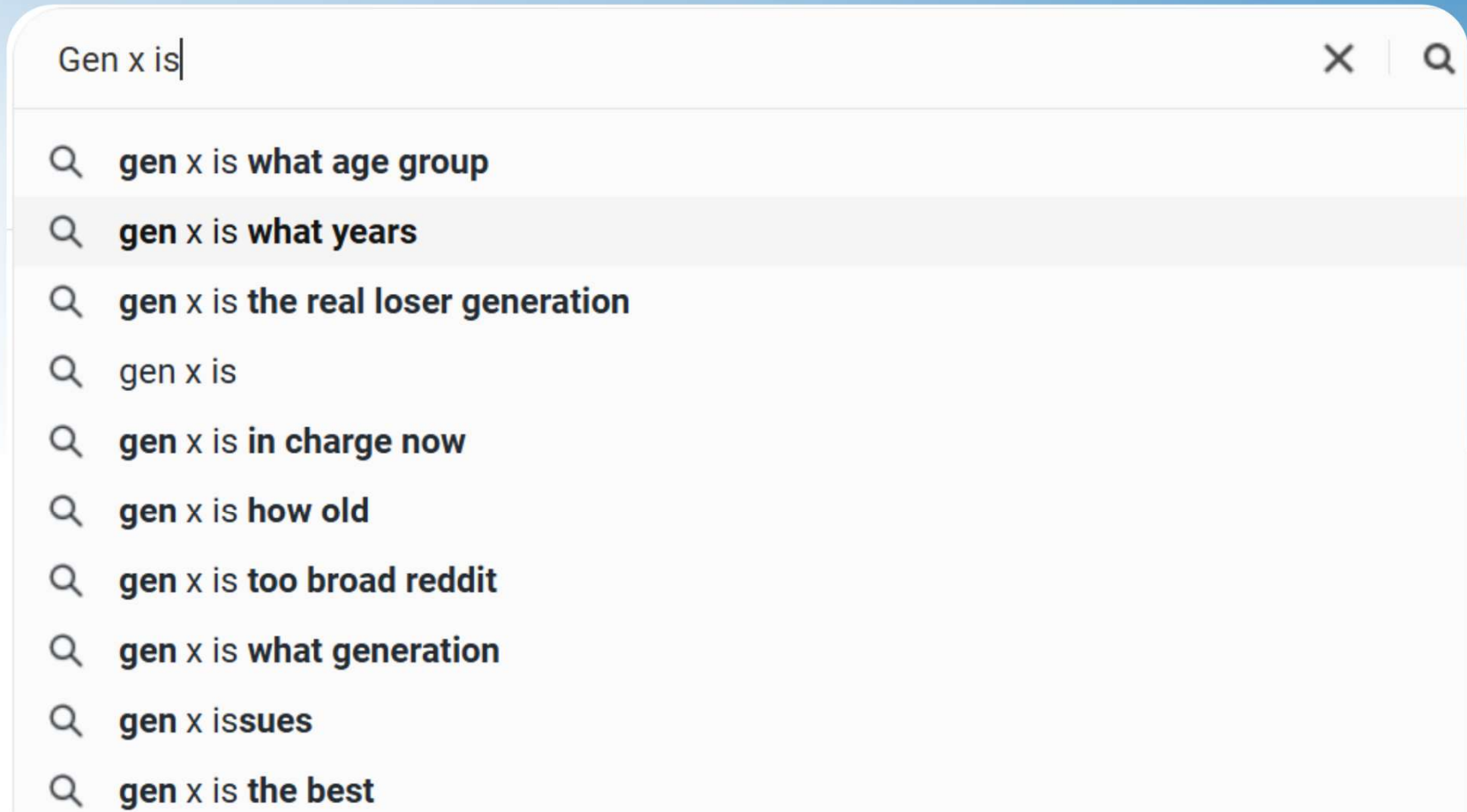


# Respect or... Obedience

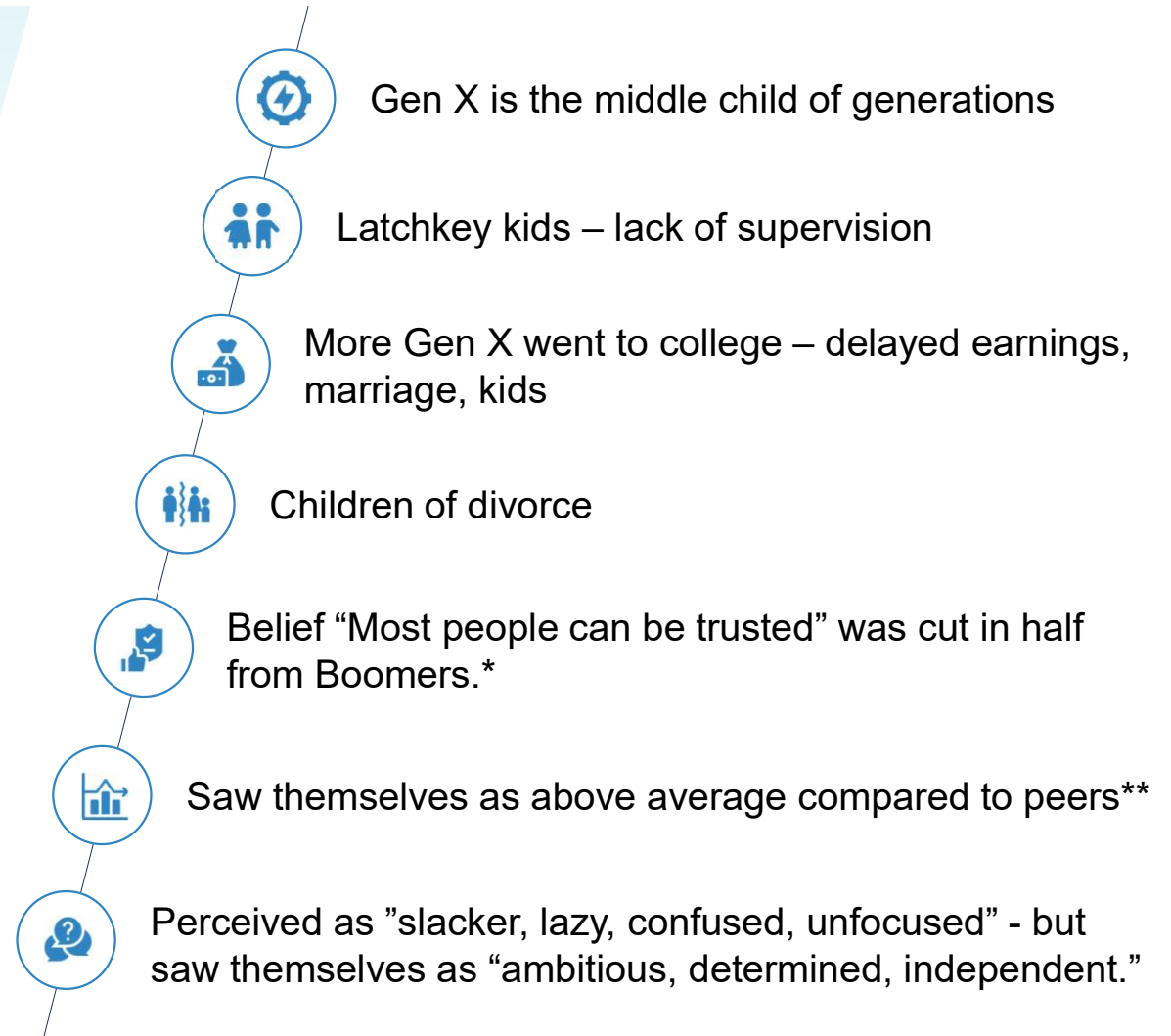


**Gen X**  
**1965-1979**  
**Age: 46-60**





# GEN X



\*Generations – Twenge, Jean pg. 196 | \*\*Generations – Twenge, Jean pg. 173

# Trust/Transparency/Authenticity



Do your employees think the people on their team are committed to quality work/on time?



Can people collaborate together, knowing that everyone is being honest?



Can you share your concerns and be heard?



# Millennials

1980-1994

Age: 31-45



Millennials are



- Q **millennials** are **what age group**
- Q **millennials** are **killing google feud answers**
- Q **millennials** are **the therapy generation**
- Q **millennials** are **underestimating**
- Q **millennials** are **killing capitalism**
- Q **millennials** are
- Q **millennials** are **killing**
- Q **millennials** are **born in what year**
- Q **millennials** are **gen y**
- Q **millennials** are **born when**

# MILLENNIALS



- Slower to adulthood (*adulthood*)
- Optimistic and self-confident
- 7 out of 10 believed they would be in the top 20% of performers in their jobs\*
- Individual self not merely important, paramount. It was also almost always really awesome (SAT scores have not changed)
- Speak their mind and expect to be heard
- Need praise, can't take criticism (participation trophy)
- Spending money on avocado toast vs. getting the shaft economically

\*Generations – Twenge, Jean pg. 241 | \*\*Generations – Twenge, Jean pg. 231

# Expect to be challenged

Share the “why” –  
How decisions are made



# Gen Z

1995-2012

Age: 13-30



Gen Z is|



- 🕒 Gen Z is **screwed**
- 🔍 **gen z** is **what age group**
- 🔍 **gen z** is **what years**
- 🔍 **gen z** is **reviving this boring job**
- 🔍 **gen z** is **trying to cancel eminem**
- 🔍 **gen z** **issues and problems**
- 🔍 **gen z** is **finding religion**
- 🔍 **gen z** is **stupid**
- 🔍 **gen z** is **facing a career apocalypse**
- 🔍 **gen z** is **aging like milk**

# GEN Z

-  Most racially and ethnically diverse generation – value inclusion
-  Entrepreneurial and adaptive
-  Pragmatic - focus on financial security – saw parents struggle
-  Most educated
-  Value collaboration/flexibility/authenticity
-  Focus on mental health
-  check social media 100 times a day vs. multi-tasking



\*Generations – Twenge, Jean pg. 423 | \*\*Generations – Twenge, Jean pg. 394

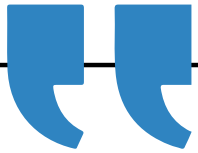


Anonymous  
@anonymous

Boomers: I heard she went to \*looks around nervously\* \*whispers\* Therapy

Millennials/Gen Z: LMAOOOO YALL GUESS WHAT MY THERAPIST TOLD ME TODAY

# Bad news – Share intent



This isn't the answer you want to hear, and it's not the answer I want to give.



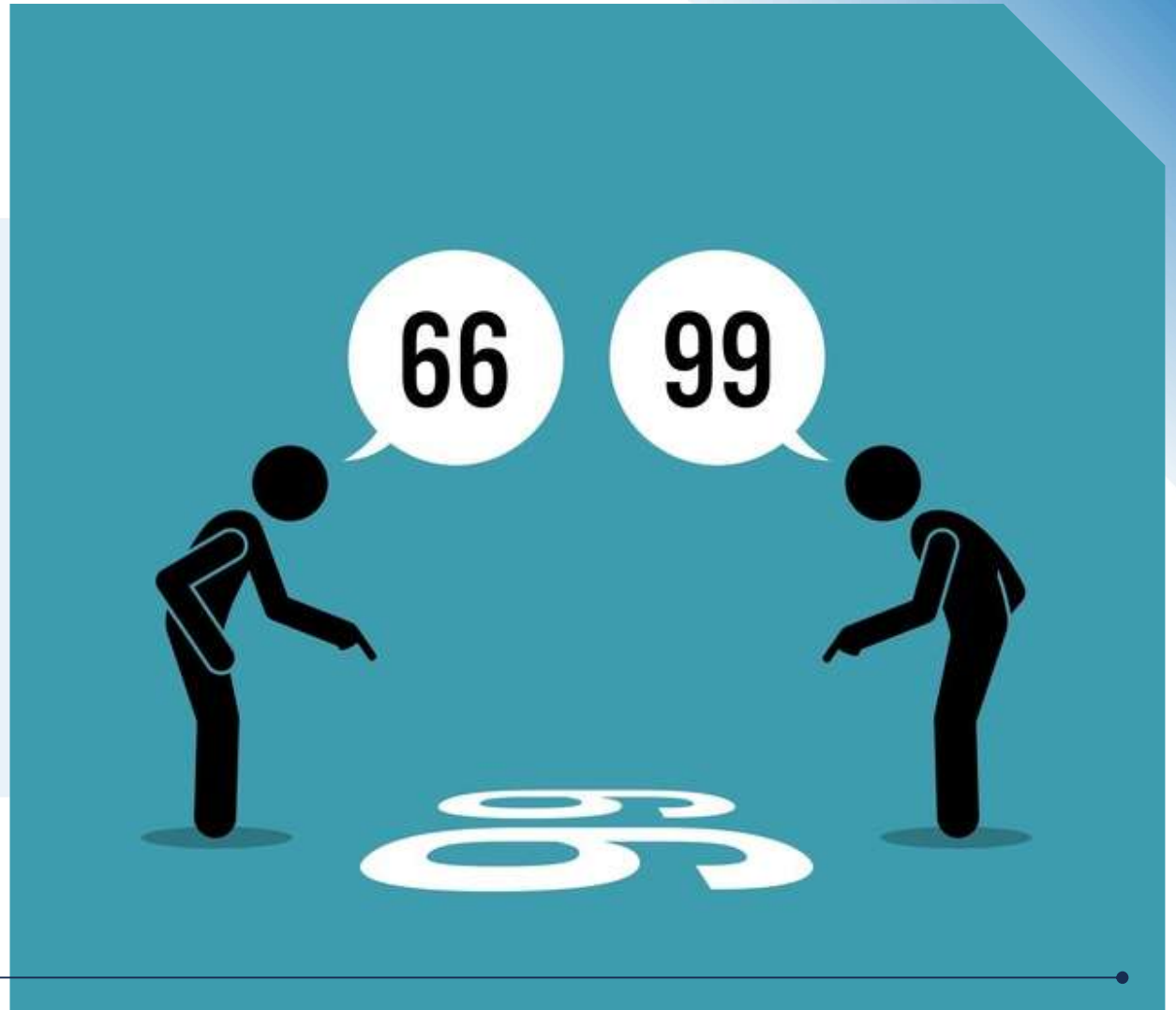
“

**How long have you  
been doing this?**

”



## Points of Conflict





# Meetings





# Success/Promotion



## Measured by time/experience

- Put in your time/Pay your dues
- Work hard/long hours
- Wait your turn/be loyal

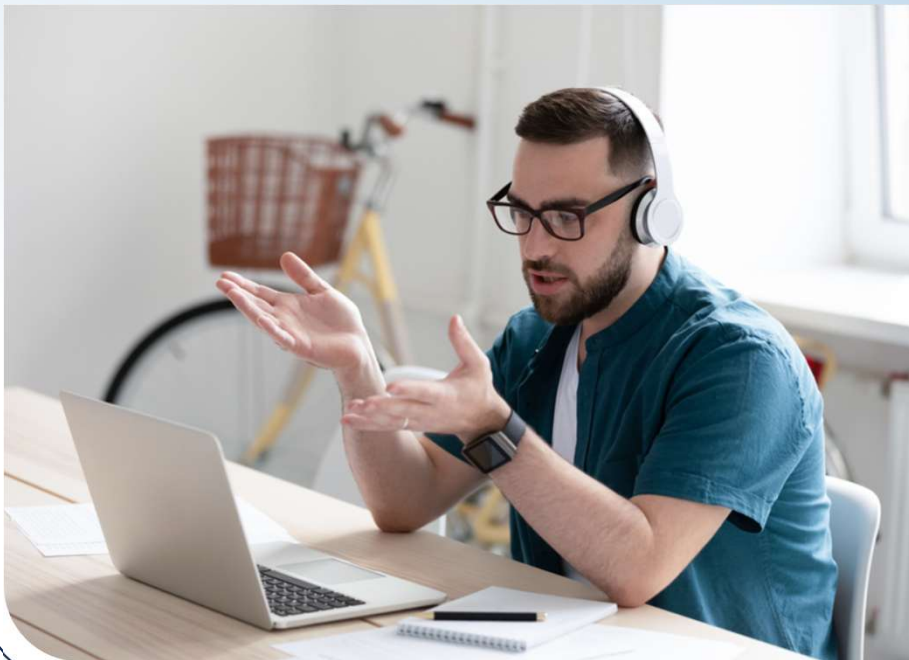


## Measured by skills/accomplishments

- Learn new skills
- Work more efficiently/productively
- Work smarter not harder
- Leap frog/jump around jobs



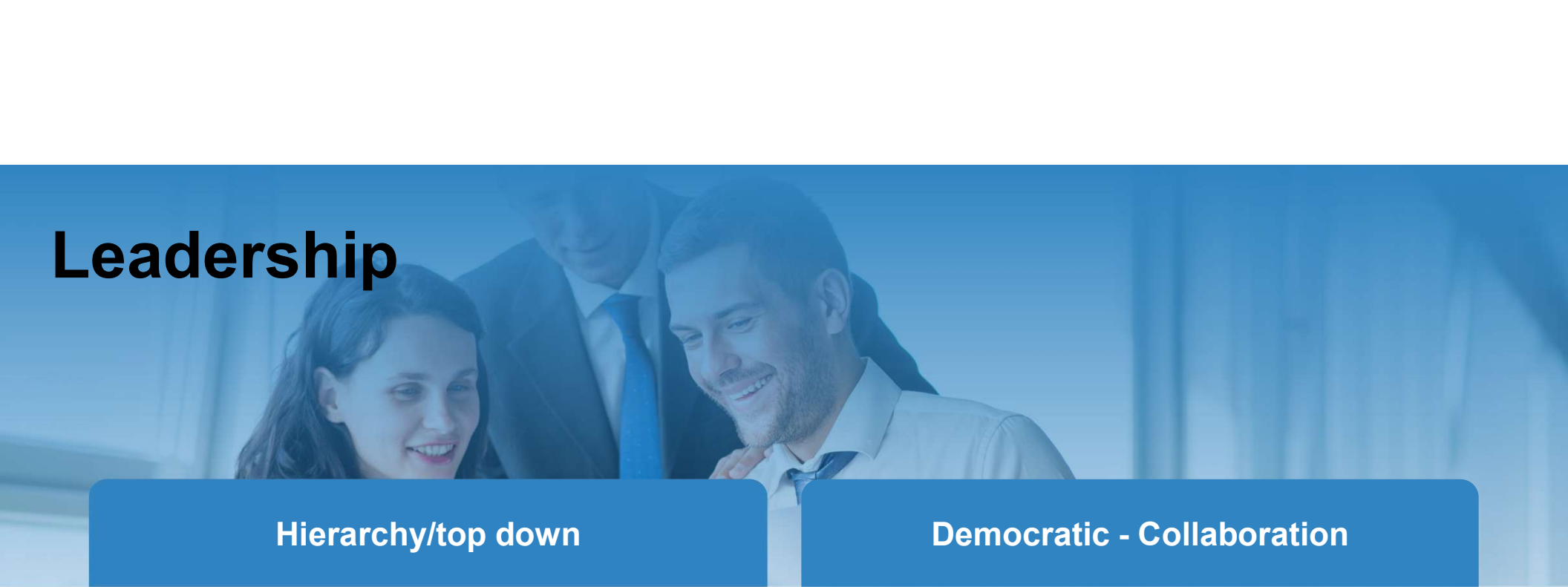
## Remote



## In Office



# Leadership



## Hierarchy/top down

- Respect your elders
- Follow orders
- Respect rank/experience/seniority
- Information is power/need to know

## Democratic - Collaboration

- Individualization
- Innovation
- Everyone has information
- Ask why
- transparency

# Feedback – Often, Specific, Two-Way



Avoid “helpful” unsolicited advice – “should”



Ask for their opinion, “If you were me, how would you have handled that situation?”



Ask for specifics, “Was there anything I could have done differently/better in that meeting?”



Peer to Peer - Share specific situations and how they played out



# Is it true?

