



Embracing Generational Diversity

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+ Generations Agenda

- Caveats
- Why We Should Care
- The Generational Context
- Boomers, Gen X, and Millennials
- The Path Forward



Generational Caveats



- Chronological birth not as important as shared beliefs, experiences and the perception of where one belongs
- Only one aspect of difference but one we make judgments about and have collective views on reinforced through selective observation, falling prey to the "salience effect"
- Most data on generations derived and appropriate to non- traditional societies
- Generational differences not the same as the stages of life



Life's Hurdles and the Emerging Adult

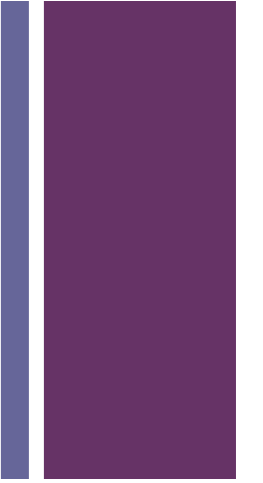


- Completing School
- Leaving home
- Becoming financially independent
- Marrying

• Having a child	1960	2010
	77% of women	13% of women
	65% of men	10% of men



Why We Care



- When one illuminates the differences we reduce the "false-consensus effect".
- Appreciating the generational perspective will lead to greater inclusivity and reducing "In-group Out-group bias".
- The paradox: inspiring our young and admonishing theirs.



Why We Care



- The paradox: inspiring our young and admonishing theirs.

+ Generational Groupings and Cusp Babies

Boomers

1944-1964

Gen X

1965-1981

Millennials

1982-2002



"Each generation foretells the downfall of civilization as seen in the rise of the next generation. They are a constant source of disappointment, until they are not."

Anonymous



The Unique Expressions of Generational Angst when Coming of Age



Boomers

Hippies

Gen X

Slackers

Millennials

Entitled

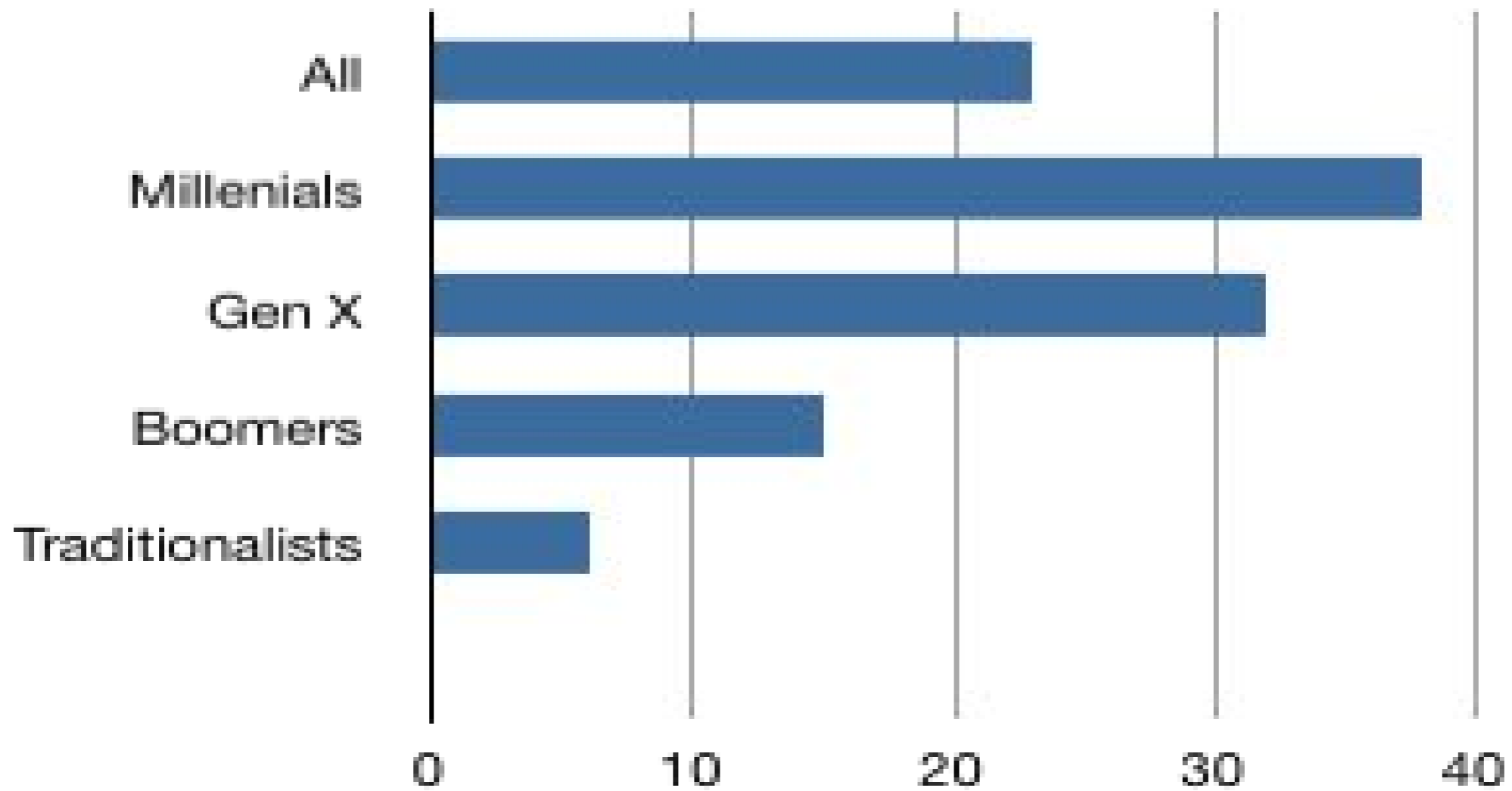


Trends: Tattoos



Tattoos by Generation

% who have a tattoo



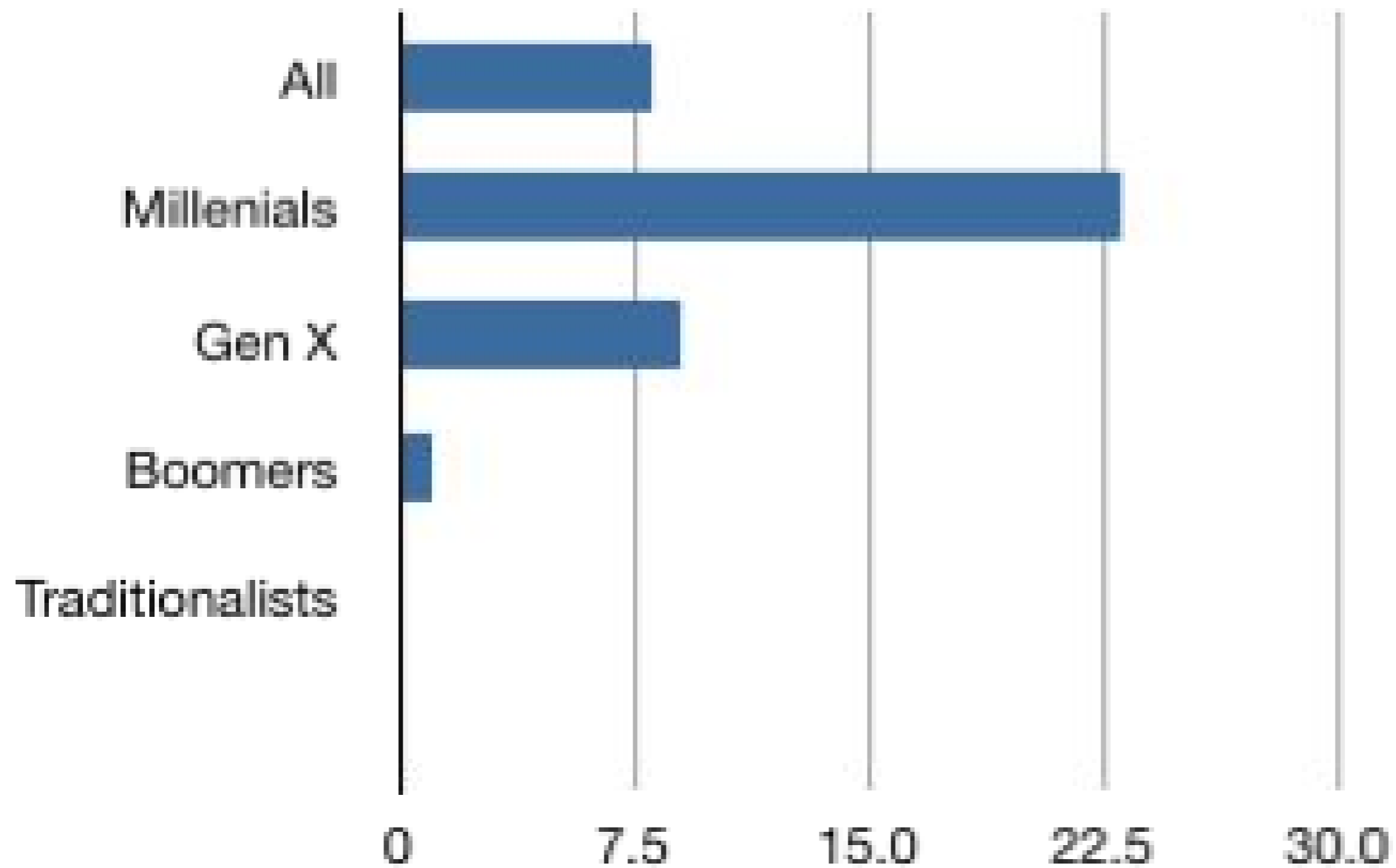
Source: Pew Research Center



Trends: Body Piercings



Body Piercings by Generation
% with a piercing other than an earlobe

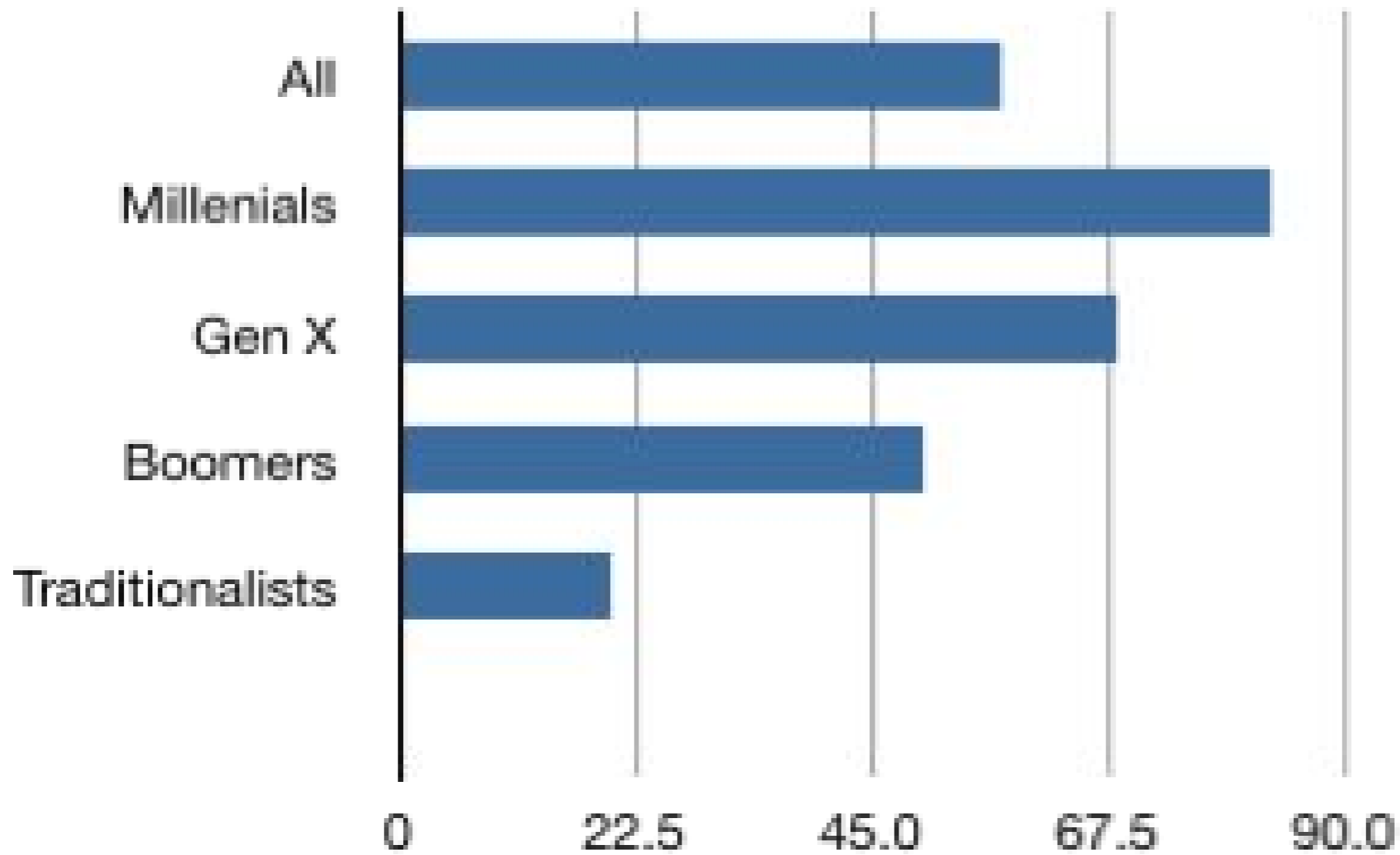




Trends: Sleeping with Cell Phones



Sleeping with Cell phones nearby
% who have placed their cell phone
on or next to their bed while sleeping



+ The Context

As a child of 6 to 8, when you began to notice the world around you, you started to develop a lens through which you interpreted events, situations and the motives of others. This was reinforced by what you heard in the house and possibly more importantly, by your peers. Each generational “cohort” group in large part, shares a common lens.

+ Generational Groupings

Boomers

1944-1964



Boomers: 1944-1964



Events

Post war boom

GI Bill

Wealth Effect

The Cold War

Women's Rights

Civil Rights

Crowded Classrooms

Camelot

What's Important

Intuitive judgments

Joining

Optimism

Competition

Loyalty: sacrifice and deference

The long good day work ethic

Being present

Climbing the ladder

Faith in the covenant

The mythic hero

Permissive parenting

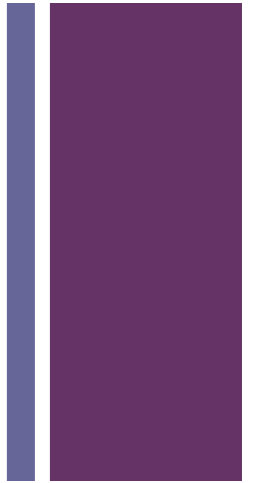
+ Generational Groupings



Gen X

1965-1981

+ Generation X: 1965-1981



Events

- Vietnam
- Nixon
- Stagflation
- Downsizing
- Working Parents
- Latch key kids
- Milk cartons
- The first technologists
- The erosion of trust

What's Important

- Free ranging
- Self reliance
- The habit of privacy
- The unvarnished truth
- Personal security
- Independence
- Work/Life accommodation
- The really long, busy, and private work day
- Transactional relationships and schmooze free
- Realist, skeptic, or cynic?
- Natural Growth Parenting

+ Generational Groupings



Millennials (Pre and Post Rubicon)

1982-2002



Millennials: 1982-2002



Events

The Berlin Wall

The Dot Com

Globalization

The Internet

Digital Diffusion

Tethering

Trophies

The culture of immediacy

The family vacation

From work to family centric society

Homework: an act of love

Play dates and vetting

What's Important

The bubble of love

Dialog

Being Digital Natives

Optimism

Diversity and social responsibility

Collaboration and competition

Constant contact and sharing

Interdependent

Transparency

Poise and a place at the table

Being scheduled

The Discerning Consumer

Time and place agnostic

Concerted Cultivation Parenting



The Path Forward

Type to enter text

- Know who you are and what is important to you and those around you
- Start a conversation that recognizes there may be different perspectives
- Know we have more in common than we have differences between us

+ The 21st Century Leader: Explicit Expectations

- Understanding of their management style (Direct, blunt, procedural, big picture, family friendly, task focused, transparent)
- Understanding of their expectations of others (Loyalty, being candid, being prepared, quality focused, accountable, a good listener, challenges me)
- Explores responsibilities to each other (Communicate how? when? how often? Work as a team and explain what it looks like)
- Agrees on when to Connect (with questions, ideas, feedback requests, complaints, no surprises, 24/7 or 8/5)
- Explains what good work look like (Success to me looks like this..., the higher calling, purpose)



Ways to Connect

Boomers

- Meeting face-to-face or phone
- Interactions should be collegial, with a recognition of hierarchy
- Drawing from their existing experiences
- Providing periodic feedback on overall performance
- Opportunities for career longevity

Gen X

- Initial meeting face-to-face
- Providing autonomy in their work
- Giving explicit directions, then leave them to get it done
- Providing feedback close to when it occurred, with examples
- Ensuring their skill set is current and marketable
- Opportunities for advancement

Millennials

- Texting and short emails
- Engaging them through opportunities to learn, inclusivity in meetings
- Access to senior management
- Setting clear expectations
- Providing feedback often, bias toward positives
- Ensuring new experiences to enhance their resume
- Recognizing them through awards and “feel good” programs



Thanks for Listening
Join me on LinkedIn

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