

Geezer. Punk. Whatever.
Empowering each generation for success.

Sarah Gibson
Accent Learning and Consulting, LLC



Our Plan



- Generations defined and described
- Common hiccups and disconnects
- Ways to bridge the divide

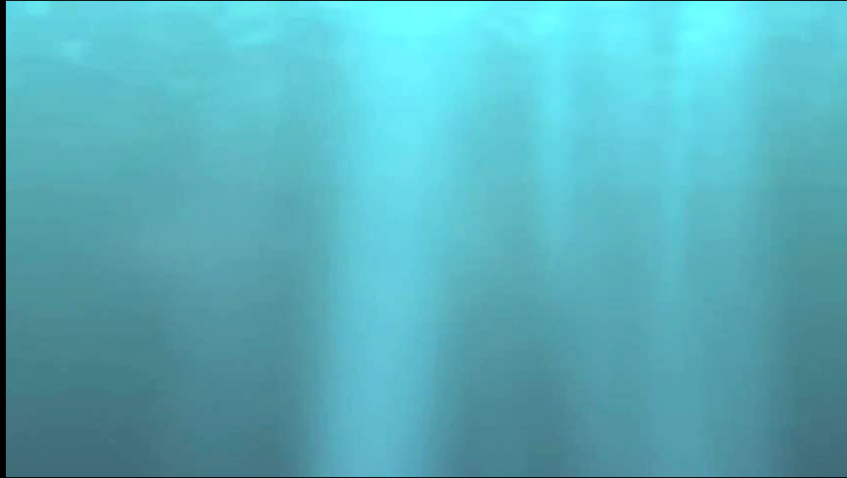


Let's Talk Stereotypes: The Selfie Generation



Picture taken at Arizona Diamondbacks MLB Game 9/30/15 MLB.com

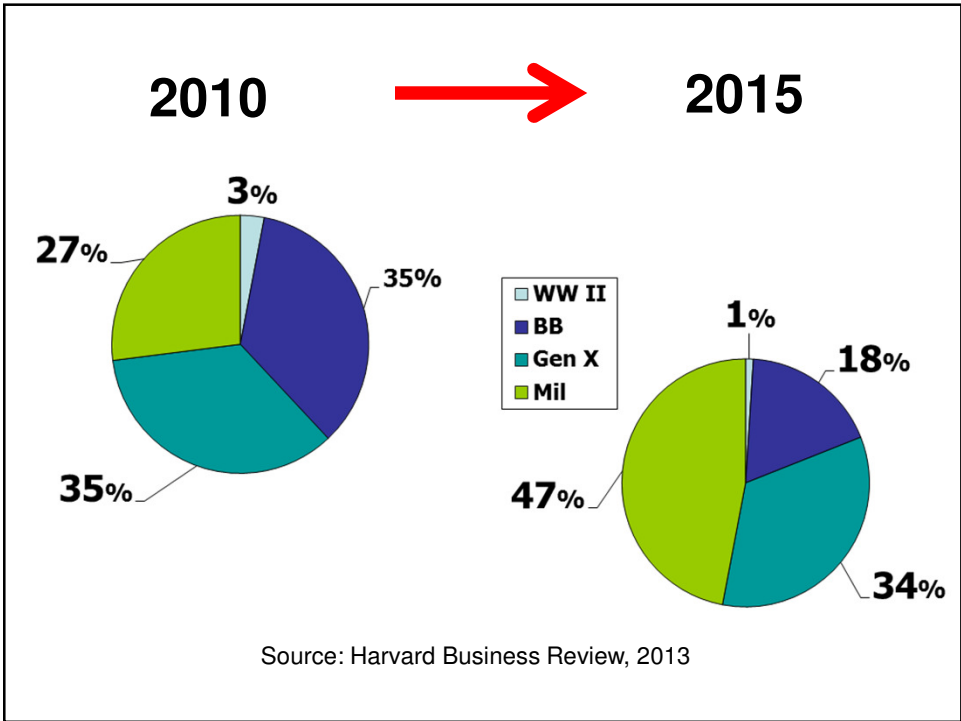
Stereotypes – The Lost Generation on YouTube

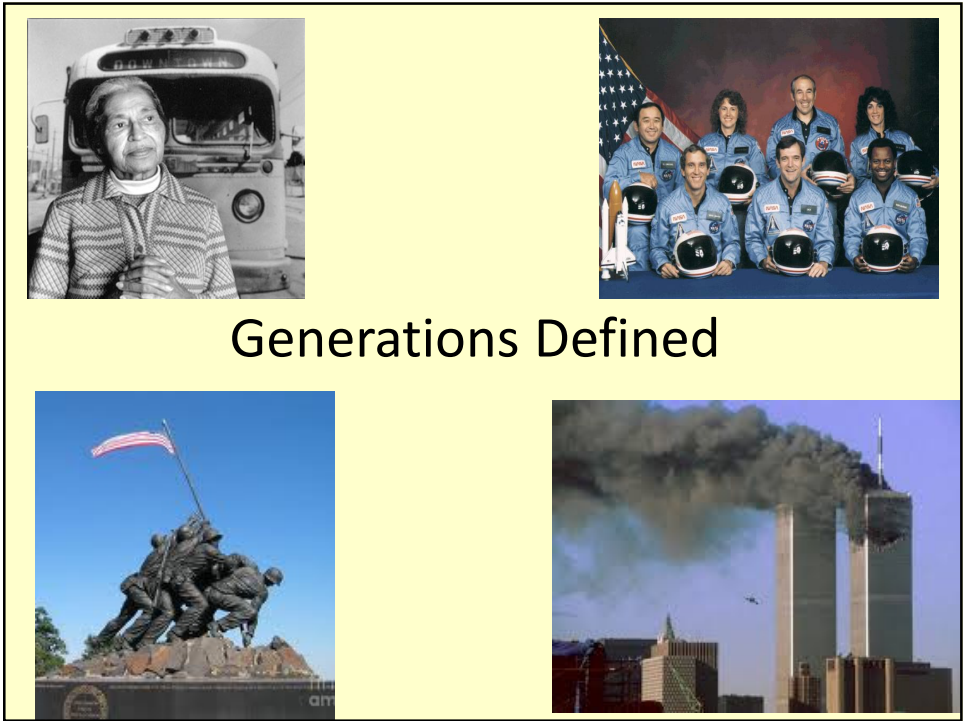


Arizona Diamondback Selfie Story



Picture taken at Arizona Diamondbacks MLB Game 9/30/15 MLB.com





Generations Defined

What makes a generation?

- Cohort: a group that shares the same experiences
- Generation: cohort defined by birth years

Defining events: memorable events impacting someone during his or her formative years (before age 18)

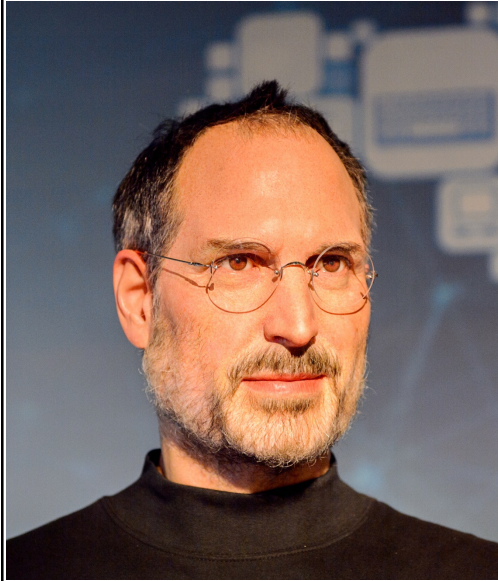


Photo: Anton_Ivanov / Shutterstock.com

Baby Boomers
Born 1945-1960

Ages: 52-70

Gen Xers
1965-1981

Ages 35-51



Photo: s_bukley / Shutterstock.com

Millennials
1982-2000

Ages 16-34



Photo: Shaun Jeffers / Shutterstock.com

Events Define Characteristics



Photo: Everett Historical / Shutterstock

→ Frugality



Use it up, wear it
out, make it do, or
do without.

~Boyd Packer

Which Generation?	B	X	M
Self-Starters			
Responsibility Shared, Not Assigned to Individuals			
Likes Consensus			

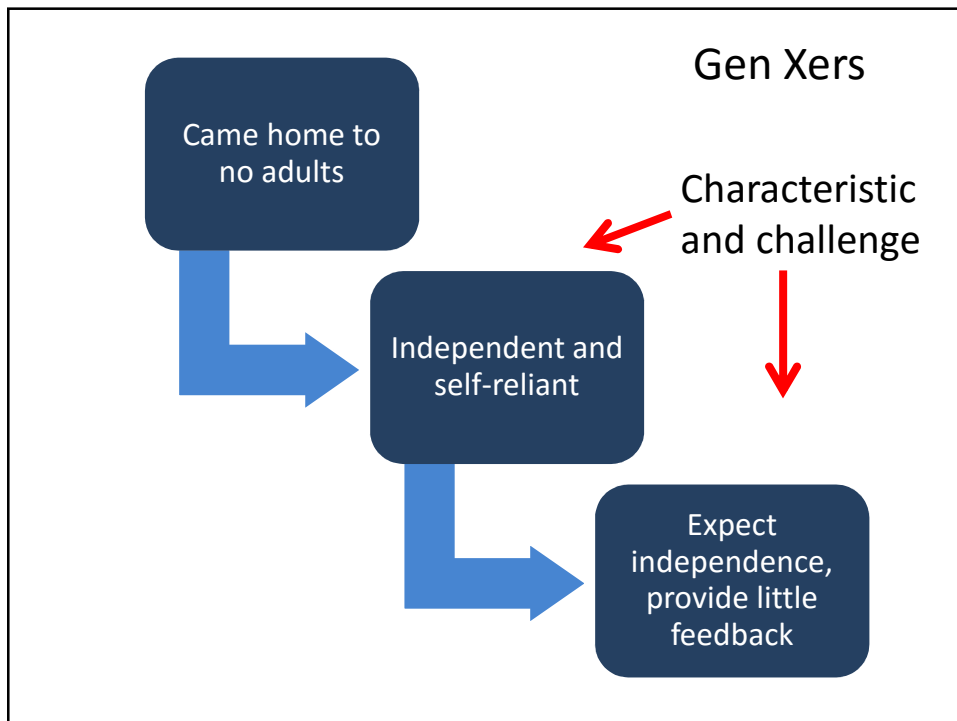
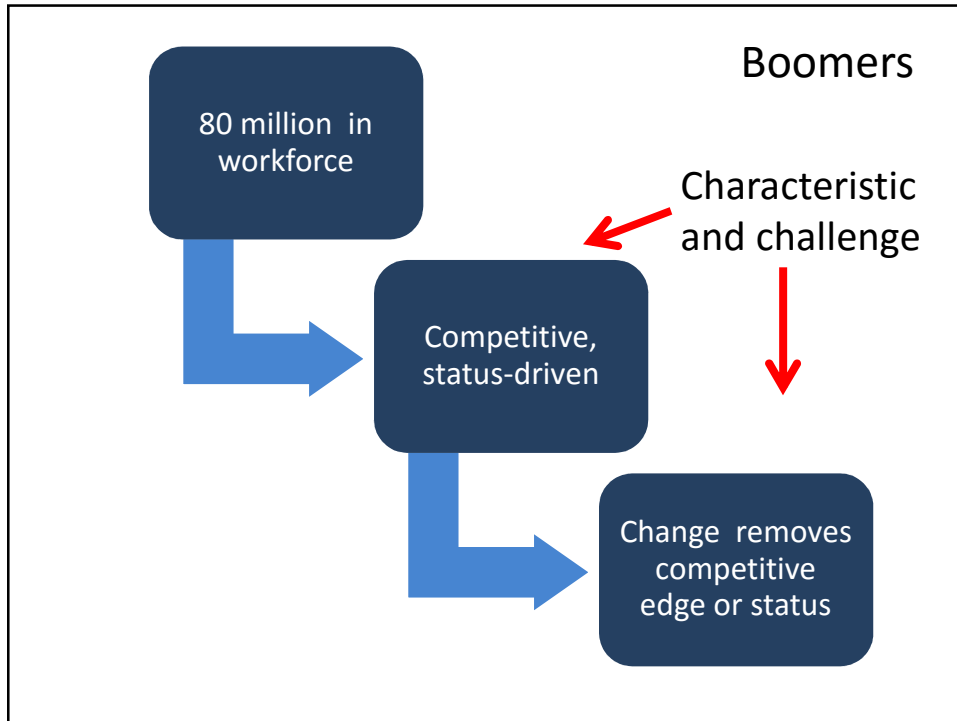
Which Generation?	B	X	M
Self-Starters		<input checked="" type="checkbox"/>	
Responsibility Shared, Not Assigned to Individuals			<input checked="" type="checkbox"/>
Likes Consensus	<input checked="" type="checkbox"/>		

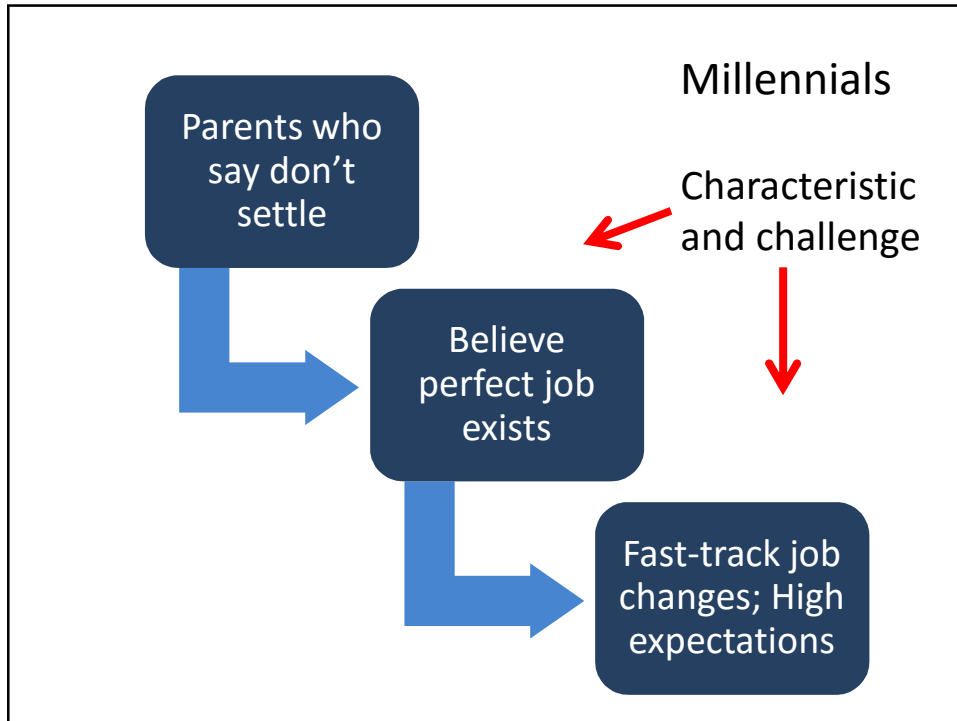
Which Generation?	B	X	M
Asks Why			
Teams and Peer Input Important			
Driven Work Style			

Which Generation?	B	X	M
Asks Why		✓	
Teams and Peer Input Important			✓
Driven Work Style	✓		

Which Generation?	B	X	M
Competitive			
Skeptical, bases respect on competence			
Wants on-going feedback			

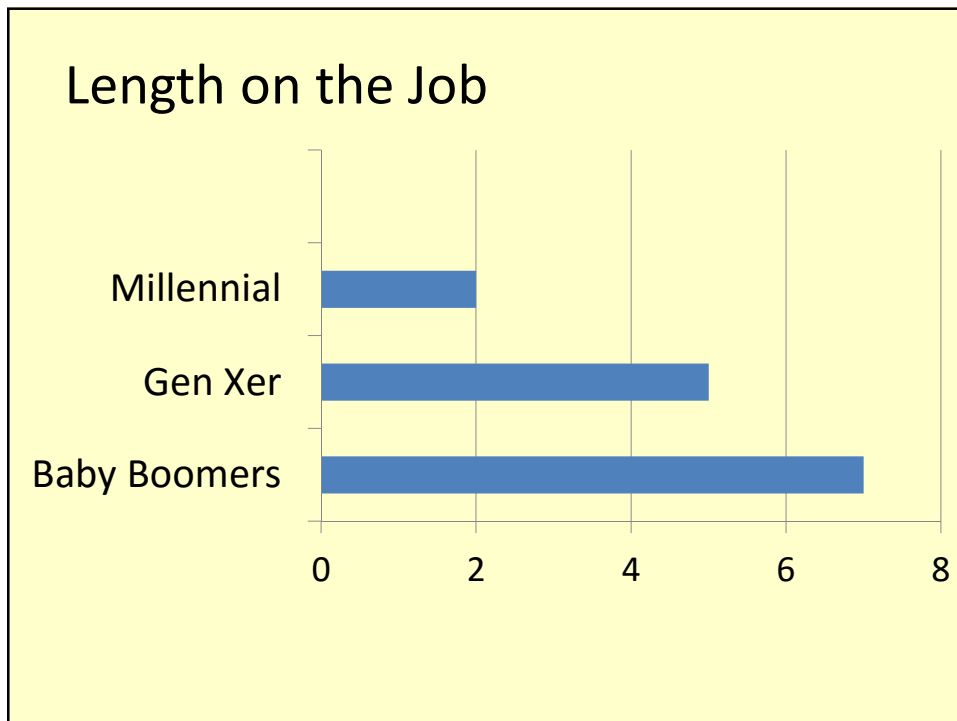
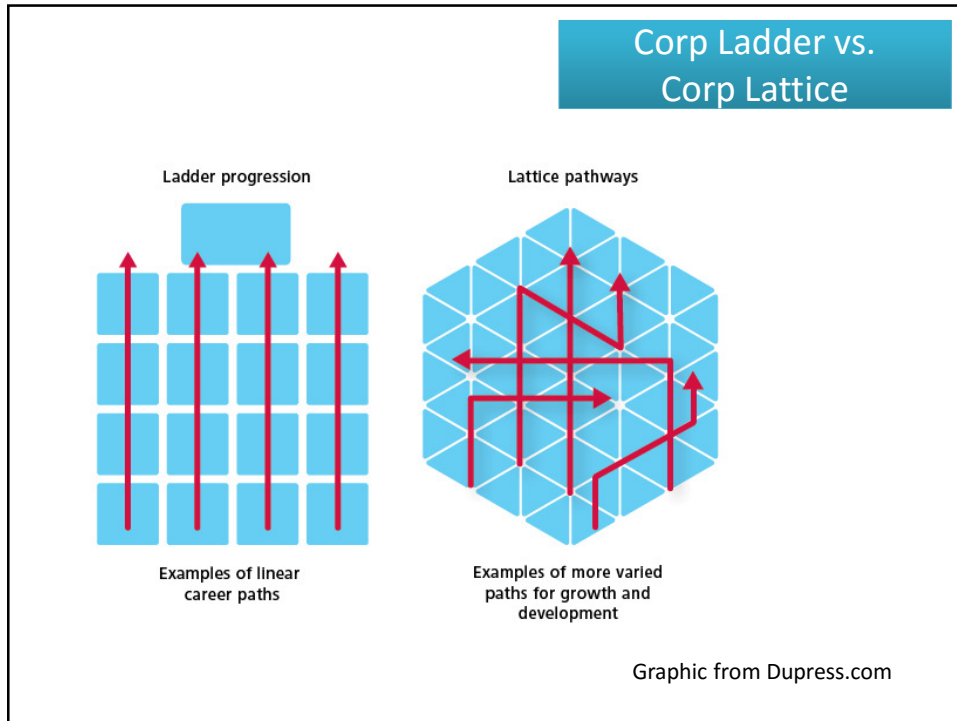
Which Generation?	B	X	M
Competitive	✓		
Skeptical, bases respect on competence		✓	
Wants on-going feedback			✓





A blue rectangular area containing a list of workplace factors on the left and a yellow diamond-shaped sign on the right. The sign is tilted and has the words "BUMPS AHEAD" written in bold black capital letters. The background of the entire slide is a clear blue sky with a grey utility pole.

- Career path and length
- Communication preferences
- Office protocol
 - Attire
 - Technology
 - Change



Baby Boomer =
relationship



Gen Xer =
efficiency

Millennial =
innovation



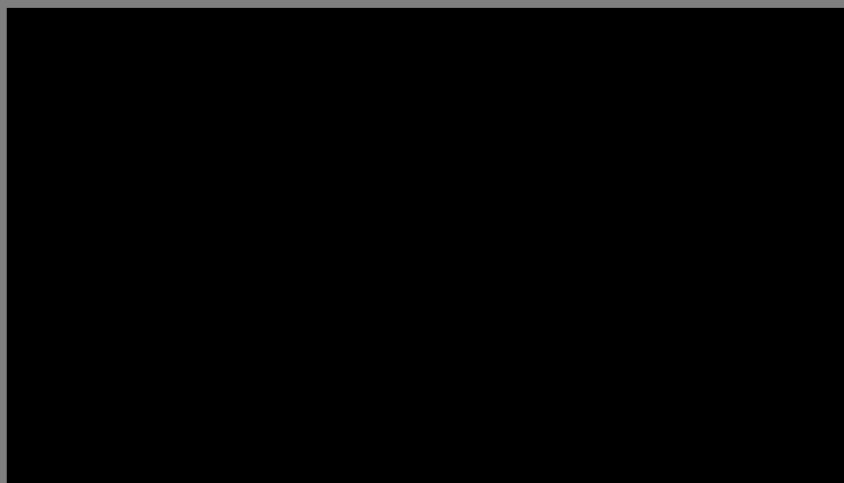
Communication Preferences

Attire





Kevin Bacon 80s Awareness on
YouTube



Ask

- What stereotype do I need to look at differently?
- Where are natural synergies between generation and need?
- How can I involve other generations in this discussion?



**NOT
NEGOTIABLE**

Who's After Millennials... (2001 and after)



Nicknames

- Re-Gen
- NextGen
- Gen Z
- Pluralist Gen (Plurals)

The Official Name?



- **Homeland Generation**
- More likely to stay home in the wake of domestic and international turmoil –Neil Howe generational researcher

What We Know About Homelanders

- Raised by Xer parents = more realistic
- Enter workforce 2020
- 19% of overall population
- Diverse



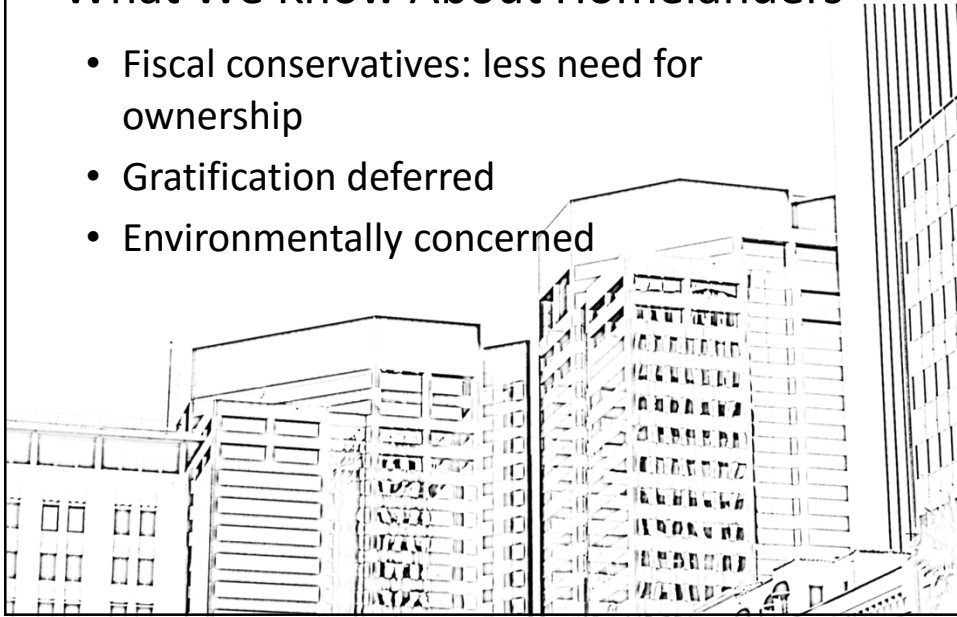
What We Know About Homelanders



- Indifferent to technology
 - Tech is not new and novel
 - just part of life
 - Bring your own devices
 - Everything is quantifiable and response time immediate

What We Know About Homelanders

- Fiscal conservatives: less need for ownership
- Gratification deferred
- Environmentally concerned



Cleave = To Unite or To Divide