




How do the rest of us see Baby Boomers?

- Generation Jones
 - Yearn for the same resources and privileges afforded Boomers
 - Too idealistic...Get real!
- Gen Xers
 - Self-righteous and self-absorbed
 - Workaholics
 - Can talk the talk, but can't walk the walk
- Millennials
 - Cool...up-to-date on their music
 - They work too much
- Gen Z
 - Value rules over freedom
 - "Just text me, for God's sake!"

When a Baby Boomer is a Teammate



- Baby Boomers don't suffer in silence but want you to be succinct and recognize how busy they are.
- When orienting a Baby Boomer, focus on challenges, optimistic language and positives.
- Baby Boomers love "soft skills", strategic planning and budgeting.
- They are motivated by public recognition, perks and awards.
- When mentoring them, stress personal growth and make them feel "forever young."
- Show them how you can help them manage their time.
- Assess their comfort level with technology in advance.
- Demonstrate how important a strong team is.
- Follow up and check how they are doing on a regular basis.
- Emphasize that working on your team will be a good experience for them

Raise your hand to Fill in the Blank

Millenials and Gen Z

"Where's the beef?"

Raise your hand to Fill in the Blank
All Generations
“The only thing we have
to fear is fear itself .”

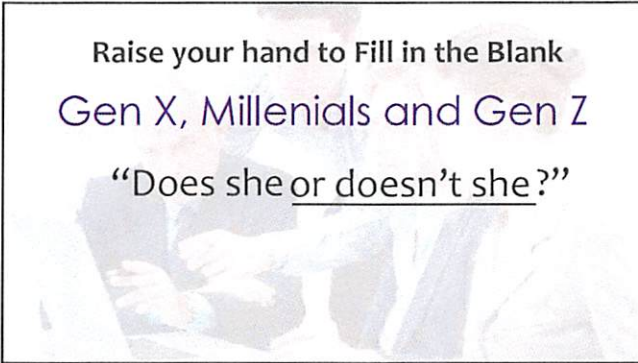
Raise your hand to Fill in the Blank
Millenials and Gen Z
“I pity the fool !”

Raise your hand to Fill in the Blank
Boomers, Jonesers and Gen X
“Said no one ever.”

Raise your hand to Fill in the Blank
Gen X, Millenials and Gen Z
“Whatcha talkin’ about, Willis?”

Raise your hand to Fill in the Blank
Boomers, Jonesers and Gen X
“Her eyebrows were on fleek.”

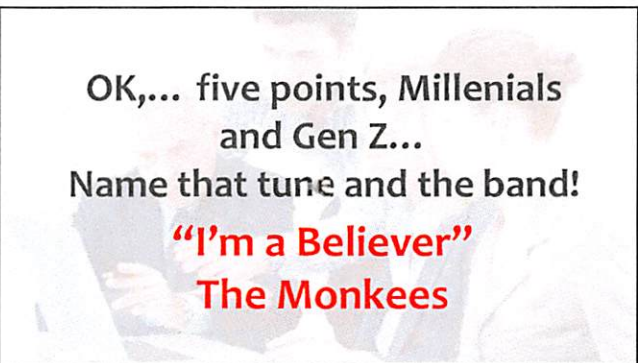
Raise your hand to Fill in the Blank
Boomers and Jonesers
“I know, right?”



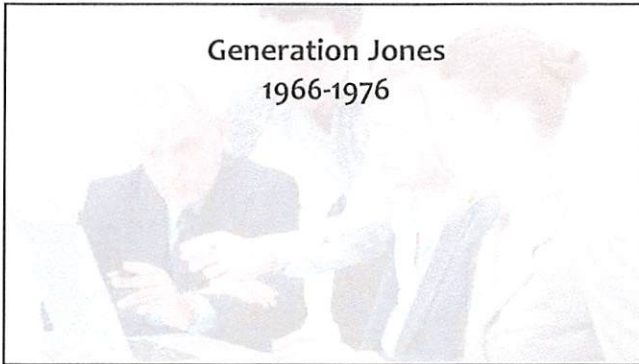
Raise your hand to Fill in the Blank
Gen X, Millenials and Gen Z
“Does she or doesn’t she?”



Fill in the Blank
Millennials and Gen Z
“There’s a signpost up ahead.
Your next stop... The Twilight Zone .”







OK,... five points, Millenials
and Gen Z...
Name that tune and the band!
“**I’m a Believer**”
The Monkees



Who are Generation Jones?

- Experienced:
 - Watergate/Nixon resignation
 - Oil embargo
 - Rising inflation and unemployment
 - More television
 - Distrust of government
 - Beginning of the Technology Revolution





■ Icons:

- The Morkie
- Easy Bake Oven
- Bicentennial
- Farrah Fawcett
- Sony Walkman

Heroes



Who are Generation Jones?

- Core values
 - Practicality
 - Rational approach to change
 - Middle-of-the-road vs. radical
 - A longing for simplicity
 - Prefer facts to hard sell or hype
 - Competitive





Who are Generation Jones?

- **Generational Personality:**
 - Conspicuous consumerism
 - More conservative, but politically non-partisan generally
 - Nostalgic
 - Tend to be more skeptical/cynical than early Boomers
 - Put "their head down and work" ethic
 - Competitive for self-preservation
 - Driven





Who are Generation Jones?

- **The Generation Jones Work Culture**
 - Deal with technology more easily than early Boomers
 - Extremely hard workers
 - Achieving more success than others is the key to advancement
 - Work at ways to stand out





Who are Generation Jones?

- **On the Job Assets**
 - Independence
 - Open to new technology... to a point
 - Out of the box thinking
 - Adapt to change fairly easily
 - Goes the extra mile
- **On the Job Liabilities**
 - Skeptical...needs proof of concept
 - Wishy-washy
 - Competitive...to a fault sometimes




How do the rest of us see Generation Jones?

- **Baby Boomers**
 - They need to relax sometimes.
 - Take a side already!
 - They worry too much about their jobs.
- **Gen X**
 - How are they still in so much debt?!
 - I can't believe they don't like working from home!
- **Millennials**
 - OK... still cool, but just another Boomer!
 - Great at ideas... bad at follow-through.
- **Gen Z**
 - You don't have to call... just text me.
 - (Sigh) OK... first, click on the blue icon...

When a Generation Jones is a Teammate


- You'll rarely have to question their work ethic... show respect for it.
- They like technology, but still struggle with it some.
- Emphasize opportunity tied to quality of work.
- Appeal to the continuity and stability of the job.
- Treat their skepticism with optimism and altruism.



**OK... five points, Boomers
Jonesers, Gen Z...**
Name that tune and the group!


“Hungry Like a Wolf”
Duran Duran

Generation X 1954-1965



Who are Gen X?


- Experienced:
 - Two working parents
 - Higher divorce rate
 - Nixon resignation
 - Energy crisis
 - Fall of the Berlin Wall
 - Challenger disaster
 - Technology Revolution



- Dilbert
- Cell Phone
- Latch-key kids
- "Friends"
- Cabbage Patch Kids


Who are Gen X?

- Core values
 - Diversity
 - Work/Life balance
 - Techno-literacy
 - Informality
 - Self-reliance
 - Pragmatism
 - "Carpe Diem"




Who are Gen X?

- Generational Personality:
 - Self-reliant
 - Seek a sense of family; need work/life balance
 - Like informality
 - Taught to question authority
 - Tend to be cynical
 - Reluctant to "grow up and conform"
 - Productivity matters more than time on the job
 - "Prove it to me"



Who are Gen X?

- The Gen X Work Culture
 - Techno-literacy is the answer
 - Don't care for politics in the workplace
 - Work is work and home is home
 - Informality and casualness is the approach to authority



Who are Gen X?

- On the Job Assets
 - Adaptability
 - Techno-literate
 - Independent
 - Not intimidated by authority
 - Creativity
- On the Job Liabilities
 - Impatient
 - Weak to poor people skills
 - Inexperienced at nuance
 - Cynical
 - Want to control the decision and the plan

