



The Housing Conference
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Multigenerational Workplace

Nan McKay, Moderator



Today's Topic

To figure out how we got from dress shirt and tie to flip flops as formal wear – and what to do about it when managing in the workplace.

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NMA Panel Members

Cara Gillette	Baby Boomer
John Achuff	Gen X
Adam Ensalaco	Millennial
Steven Rosario	Millennial
Emily Ordonez	Gen Z

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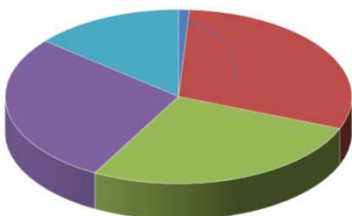
Which Generation Are You In?

- Traditionalist (born before 1945: 72+)
 - Baby Boomer (born 1946-1964: 53-71)
 - Generation X (born 1965-1977: 40-52)
 - Millennial (Gen Y) (born 1978-1989: 28-39)
 - Gen Z (born 1990-2000: 17-27)
 - Post-Millennial (2001-?: <17)
- Cusper/In-Between: Within 5 years of range, you may also identify with another generation.

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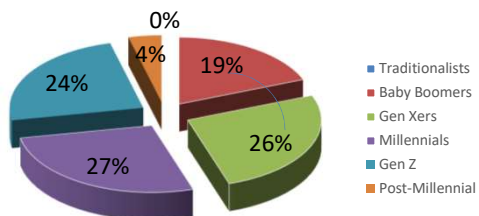
Generations in Workplace 2016

- Traditionalists
- Baby Boomers 30%
- Gen Xers
- Millennials
- Gen Z



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Generations in Workplace 2020



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Organizational Culture

- What causes differences in how we relate?
 - Heritage
 - Behavioral style (DiSC, Myers-Briggs, etc.)
 - Experience – both professional and personal
 - Generational differences

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Generational Events

- What has shaped each generation?
 - Historical events or “signposts”
- “If you don’t experience an event and just hear or read about it, it doesn’t have the same meaning.”

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Traditionalist Events (Pre 1945)

- World Wars I and II and Korean War
- Great Depression
- Move from farm to city
 - Easier to instill work ethic
 - Meaningful adult roles at earlier age
 - Harder to commit crimes, abuse drugs
 - Life driven by the sun
- Mass marketing and confidence in experts

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Baby Boomer Events (1946-64)

- Grew up in post-war era of prosperity
- Martin Luther King, John Kennedy and Robert Kennedy assassinated
- Woodstock, Watergate and riots
- Television exposed them to the world
- Vietnam War
- More women in workplace
- Civil Rights Act passed

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Gen Xer Events (1965-77)

- Challenger disaster
- Rising divorce rates (above 50%)
- Iran hostage crisis
- First cases of AIDS
- Corporate greed epidemics of 1980's
- The Pill and the Women's Movement
- Computers in classrooms

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Millennial Events: 1978-1989

- Oklahoma City and World Trade Center bombings
- Y2K
- Columbine High School massacre
- Iraq and Afghanistan Wars
- Globalization explodes

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Gen Z Events: 1990-2000

- Worst economic downturn since Depression – parents’ jobs, college costs
- 9/11
- War on Terror - Boston Marathon bombing
- Global warming climate changes
- Social media
- Don’t know life without Internet

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Discussion – 1-2 min. answer

- How do I communicate with staff and why?
- What do I think about fun at work and why?
- How do I like knowledge to be transferred and why?
- What do I think about leaving a company and why?
- How should decisions be made and why?
- What do I think about respect and why?
- What do I think about feedback and why?
- What do I think about dress code and why?
- Is it harder to manage someone who is older or younger than me and why?
- What plans are in effect for Baby Boomer retirement?
- How do I motivate staff and why?
- What do I think about work and why?
- What do I think about training and why?

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12 Most Common Issues

- Communication
- Decisionmaking
- Dress code
- Feedback
- Fun
- Knowledge Transfer
- Loyalty
- Meetings
- Policies
- Respect
- Training
- Work Ethic

5 Step Process to Resolve Differences

- Acknowledge
 - Talk about generational differences
- Appreciate
 - Focus on the "why" not the "what" and common needs
- Flex
 - Agree on how to accommodate different approaches

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5 Step Process to Resolve Differences

- Leverage
 - Maximize the strengths of each generation
- Resolve
 - Determine which option will yield the best results when flexing isn't enough
- Read the book *Sticking Points* for examples

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Resolving Generational Differences

- Business Necessity
 - Anything that will make you lose your foot, customer, money or funding
- Generational Preference
 - Anything that is not a business necessity

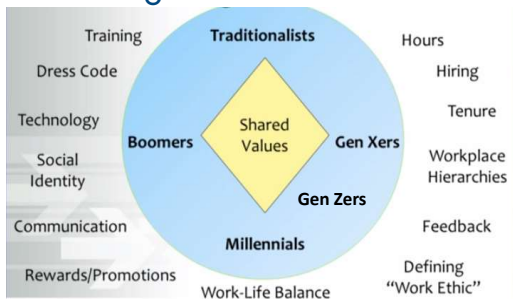
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Resolving Generational Differences

- If it's not a business necessity, it's a preference and should be flexed to accommodate different generational approaches!
- 2 Approaches
 - DIFFERENT, therefore WRONG
 - NOT WRONG, just DIFFERENT

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Balancing Generational Interests



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Recommendation

- The Great Generational Shift: Update 2017 by Bruce Tulgan
- EXCELLENT white paper!
- www.rainmakerthinking.com

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