Objectives

• Learn how workplace attitudes, beliefs and behaviors are impacted by when we grew up.
• Use a generational lens to gain insight into interactions:
  – Among staff
  – Between staff and students
• Discover new choices for working with people from different generations.
• Make generational differences a source of strength for the Williams.
Agenda

• Generations: Why do they matter?
• Generations at Williams
• Overview of current thinking about different generations.
• Discussion & Case Study

Generational Differences:
Why Do They Matter?
– Things that happen around us when we’re growing up make a big difference
  • Example: People brought up during the depression don’t like to spend money
– For centuries, our lives were pretty much the same.
– Now, dramatic changes are happening to our lives in just a few decades.
  • Examples?
– Four generations are working side by side with each other, with very different stories
– Those differences matter in how we work with each other
Disclaimer

• There are vast differences between people we’ll categorize as being part of the same generation.
• Good social science research on this topic is hard to come by … blog entries by self-appointed “experts” abound.

• Four Generations
  – Silent Generation (born 1925 – 1942)
  – Baby Boomers (born 1943-1965)
  – Generation X (1966-1985)
  – Millennials (1986- 1996)
Generations in the Williams Workforce

Includes faculty, admin, and support staff.

Does not include almost 2200 students, 1400 of whom are student employees.

Silent Generation
(born 1925 – 1942)

- Sometimes called “The Lucky Few”
- Respect for employers
- Job security
- Loyal to employers
A Few Famous Members of the Silent Generation (born 1925 – 1942)

- Lenny Bruce
- Malcolm X
- Andy Warhol
- Shirley Temple
- Warren Buffett
- Woody Allen
- Garrison Keillor

Silent Generation: Memorable Events (born 1925 – 1942)

- Grew up in the shadow of the “Greatest Generation”
- Korean War
- Cold War
- Birth control
Baby Boomers (born 1943-1965)

- Largest generational group in the workplace
- Driven for upward mobility, willing to work long hours
- Less comfortable with advances in tech.
- Providing care to both parents and children
- 2008 Financial Crisis postponed retirement for many

A Few Famous Baby Boomers (born 1943-1965)

- Steve Jobs
- Bill Gates
- Sylvester Stallone
- Bill Clinton
- Donald Trump
- George W Bush
- Elton John
Baby Boomers: Memorable Events (born 1943-1965)

- **Baby Boomer cohort #1** (born from 1946 to 1954)
  - Memorable events: assassinations of JFK, Robert Kennedy, and Martin Luther King, political unrest, walk on the moon, Vietnam War, anti-war protests, social experimentation, sexual freedom, civil rights movement, environmental movement, women’s movement, protests and riots, experimentation with various intoxicating recreational substances
  - Key characteristics: experimental, individualism, free spirited, social cause oriented
- **Baby Boomer cohort #2** (born from 1955 to 1964)
  - Memorable events: Watergate, Nixon resigns, the cold war, the oil embargo, raging inflation, gasoline shortages
  - Key characteristics: less optimistic, distrust of government, general cynicism

Generation X 
(1966-1985)

- Latchkey Kids
- Skeptical, ironic
- Values freedom and flexibility
- Comfortable hopping from job to job
- Values work/life balance
- Mission driven
- Breakfast Club, Ferris Bueller’s Day Off
A Few Famous Members of Generation X (1966-1985)

- Rand Paul
- Charlie Sheen
- Ben Stiller
- Sarah Jessica Parker
- Rand Paul
- Gordon Ramsay
- Ted Cruz
- Marco Rubio

Generation X – Memorable Events (1966-1985)

- Threat of Nuclear Holocaust
- 9/11
- Dawn of the Internet
- .com Boom and Bust
Millennials
(1986-1996)

• Work and life merged with smartphones
• Self-esteem generation
• Impatient for recognition and increased responsibilities

Famous Millennials
(1986-1996)

• Mark Zuckerberg (well, ok, 1984)
• Malala Yousafszai
• Kim Kardashian
• Jessica Simpson
• Beyonce Knowles
• Britney Spears
• Justin Timberlake
Millennials – Memorable Events (1986-1996)

• 2008 Recession and Occupy Wall Street
• Dawn of Social Media, Telecommuting, Paperless Office

Case Study and Discussion
Generational Empathy

• What value is the person aiming for?
  – Stability or Innovation?
  – Discipline or Flexibility?
  – Live to work or work to live?
  – A wired world or face to face interactions?
• How can you communicate respect for that value?
• What are your common interests?
  – Getting the job done
  – Service
  – Creating a positive workplace

What the Future May Hold

• In the next 5-10 years, Boomers will retire in droves. Gen-X will move into leadership positions. Younger workers will take their place.
• Technological change will keep accelerating, and will mold us as much as we mold it.
Technological Acceleration

Within the Last Year, these technologies have made headlines ...

- 3-D Printing
- Wearable technology
  - Google Glass
  - Smartwatches
- Bitcoin
- Driverless cars
- Commercial drones
• Thanks! A program evaluation link will be sent to you today.

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