

The Intergenerational Dilemma

For Counselors Only Conference
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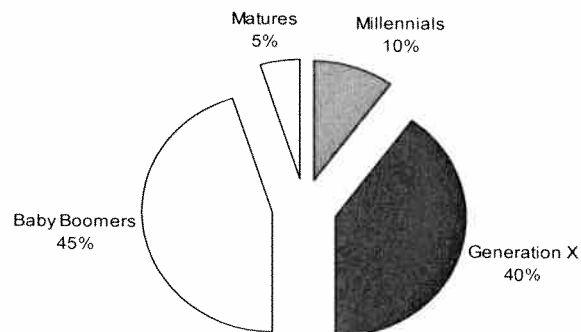
Old Age and Treachery
Will Outlast
Youth and Skill

Which group do you relate to?

Apparently, There May Be A Problem Teaching Millennials the Way We Were Taught!

- <http://www.youtube.com/watch?v=dGCJ46vyR9o&NR=1>

Today's Students Will be Joining a Diverse Workplace



Generational Overview Chart

The Morris Massey Tapes

THE GENERATIONAL OVERVIEW

70 years+ SENIORS	60 years+ SCHIZOS	50-65 years BOOMERS	45-50 years Gen X	30-40 years Gen Y	20 years & YOUNGER Gen Z	?	
1940's	1950's	1960's	1970's	1980's	1990's	2000's	2010's
WWII	Good Life	Dr. Spock	Vietnam	Yuppies	Latchkey Kids	Helicopter Parents	Gulf War#2
A-bomb	Cold War	Sputnik	Man on Moon	Watergate		Berlin Wall Falls	iPod
	TV	"Bad" Guys Win		Challenger	Gulf War#1	Google	9-11-01
	Real Heroes	Civil Rights		Computers	MTV	Cell Phones	Enron & WorldCom
	Integration	JFK	Hippies			Hip Hop	Outsourcing
	Rock 'N Roll	Credit Cards	"Hair"	AIDS Epidemic	Internet	Celebrities	Hairbeards
		The Pill	Human Rights	Video Games			
		Women's Lib					

And the current economic crisis doesn't even appear on this chart!

*Good judgment comes from experience.
Experience comes from poor judgment.*

The Baby Boomers ('46 to '64)



- Work ethic = Worth
- Loyal to employer – “Lifers”
- Reliable
- Competitive
- Success is largely visible and possibly narcissistic – purchases, plaques, certificates
- Gave up their work/life balance – high divorce rate, lower family involvement

Discussion Question

Boomers are in managerial positions in the workplace and teaching positions in many of our schools.

What values have been driven by Boomers that should be retained by our institutions?

“The young do not know enough to be prudent, and therefore they attempt the impossible... and often achieve it!”

Pearl S. Buck

Generation X ('65 to '79)



- Work ethic does not = Worth
- Very individualistic
- Skeptical
- Goal oriented
- Do not believe in lifetime employment
- Need to know the “why” of their assignments
- Time is a currency – vacation time is golden!
- Will not stay in an unsatisfying job or program

Millennials (1980 to Present)



- Relationships – Social Networking
 - Facebook, MySpace, Google, Texting, IM
- Multi-task – short attention span
- Immersed in the internet, media, gadgets, and mobile technology
- “Future” is very short term
- Embrace the concepts of change, but are impatient
- Need to work for or learn from role models they respect – don’t like bureaucracy
- A passion for service

Good News about Millennials!

- | | |
|--|------------------------------------|
| ■ Teenage Pregnancy and Sexual Activity – Down | ■ Academic Achievement – Up |
| ■ Suicide Rate – Down | ■ Closeness to Family Members – Up |
| ■ Violent Crimes by Teenagers – Down | ■ Community Volunteerism – Up |

Discussion Question

Generation X, Y and Millennials are in our schools and entering the workforce.

What positive characteristics do they bring to us?

As educators, what do we need to keep in mind?

<http://www.youtube.com/watch?v=aEFKfXiCbLw&feature=related>

“The problems that exist today cannot be solved with the same thinking that created them”.

Albert Einstein

Tips for Teaching and Working in the New World

■ Think skills, not age

- Positions traditionally filled by young people on their way up the corporate ladder may currently be filled by older workers “downshifting” in their work lives. 1/3 of all retirees return to the workplace within 6 months. Retirement ages are increasing.
- Recruit employees and students at multiple entry points with their motivations in mind.

■ Strategize by age group

- Tailor your managerial or teaching approach, and encourage the organization or school to craft rules and benefits for each group.
- Design work and assignment opportunities that take into consideration the characteristics of the new generations.

Tips for Teaching and Working in the New World (cont.)

■ Leadership is the Key!

- Establish communication skills that are appropriate for each group – from face-to-face coaching to newsletters to e-mails or blogs.
- Be reliable – make sure you are consistent and follow-through on your promises. Be there for employees and students in times of need.

■ Facilitate mentoring

- Mentoring roles can provide fresh challenges to workers or students, stimulating their productivity while also ensuring knowledge transfer and building institutional memory.
- Invest in the development of employees and students.


Tips for Teaching and Working in the New World (cont.)

■ Marketing Is Increasingly Important

- 57% of population will readily give you personal data – the younger generations actually expect it!
- Use this to your advantage and find out what students or employees want and need.
- Generic marketing (spray and pray) has a < 2% success rate. Younger generation expects personalization of marketing to their interests.


■ Learn Your ABCs

- **A**void age based assumptions
- **B**e open minded to learning new ways to do things
- **C**reate an environment where everyone brings their strengths to the table



Today the key to good recruitment and retention is not about attracting the right people.

Today the key is to be *the right person.*



In case you're wondering what will happen to the younger generation, it's going to grow up and start worrying about the younger generation.

Questions & Comments?

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