

Generational Change: Meet the Public Sector



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Today's Goals

- Provide an informative look at multi-generational employees
- Demonstrate how different perspectives affect the employee-supervisor relationship
- Understand opportunities and challenges

To maximize workforce potential, you must:

- **Acknowledge** generational differences as a diversity issue
- **Recognize** and understand differences
- Find ways to **value** differences and turn them into positive outcomes

For The Generational Ages.....

If You Were

Born Between...

Generation

1925-1946..... You Are A..... Veteran

1944-1962..... You Are ABoomer

1960-1980..... You Are An....Xer

1978-1984..... You Are A..... Gen Y (Nexter)

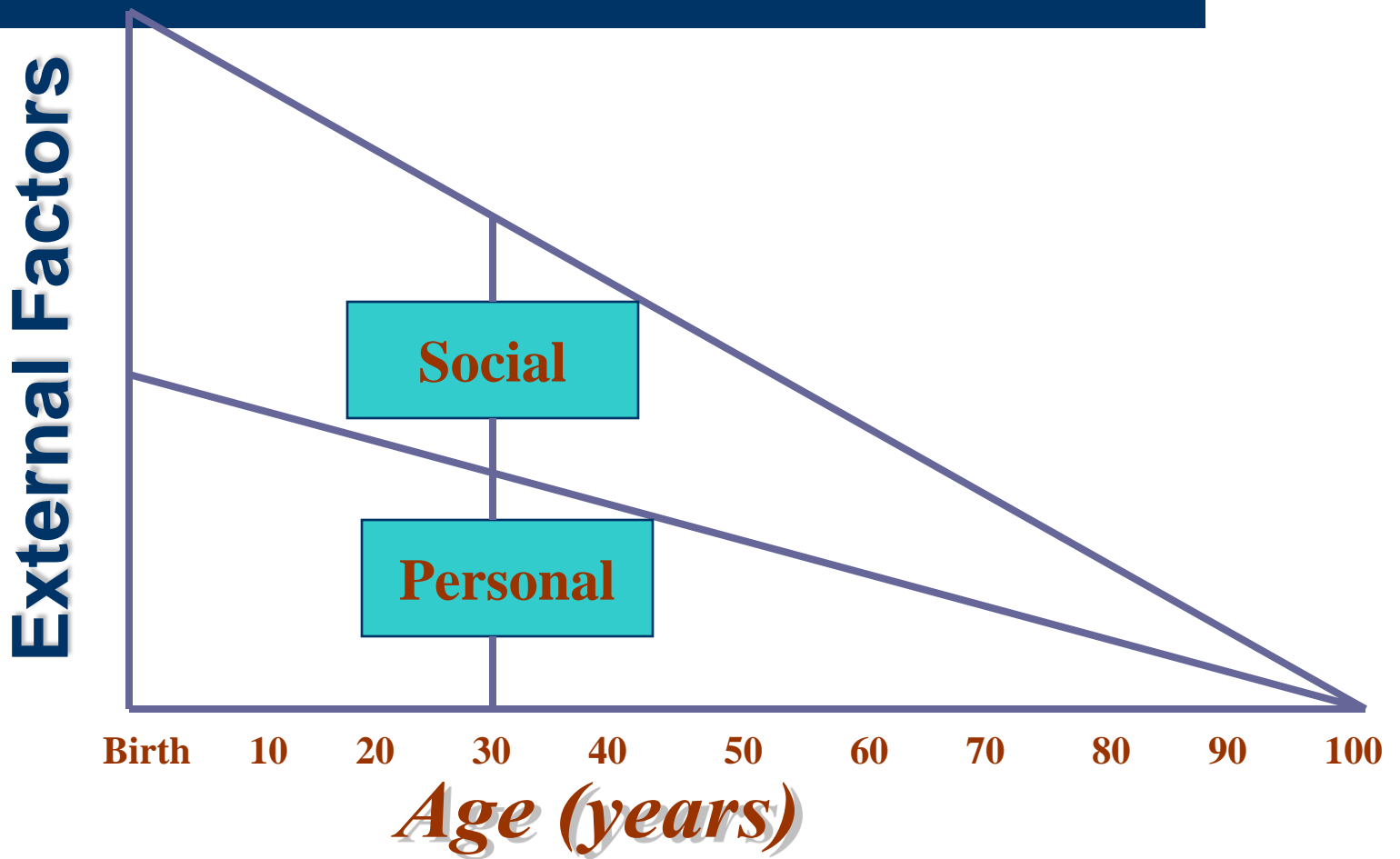
Generational World Views

Generations share a place in history together and so often share similar world views.

- When is a person's "world view" formed?
- What factors influence a person's world view?



World View Formation



World View Influences

Personal

- ✓ Family
- ✓ School
- ✓ Economic
- ✓ Ethnicity
- ✓ Race
- ✓ Country of origin
- ✓ Religious influences
- ✓ Unique experience

Social

- ✓ Economy
- ✓ Politics
- ✓ Events
- ✓ News
- ✓ Fads
- ✓ Trends
- ✓ Music



Do You Remember...

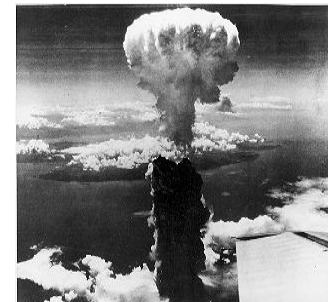
**...the fads,
trends and
popular culture
of your
generation?**





Do You Remember...

**The seminal
world, national
and local events
of your generation?**





Do You Remember...

...The heroes of your generation?



Veterans

- Born 1925-1946
- Great Depression, World War II and the Korean War, rise of America as a super-power
- Grew up and entered the workforce during a time when roles related to race, ethnicity & gender were clearly defined and often discriminatory
- Taught to be loyal, to country, to marriages and companies
- Taught to be disciplined and patient, to wait for rewards

Veterans

Thematic Core Values

- Dedication/sacrifice
- Hard work
- Conformity & patience
- Respect for authority
- Delayed rewards
- Adherence to rules
- Duty before pleasure
- Law & order



Boomers

- Born 1944-1962
- Part of the post-war Baby Boom; 1 baby born every 17 minutes for 19 years, 76 million in all
- Advances in medicine meant more survived infancy and childhood
- Coddled and cherished by parents who had sacrificed during Depression and War
- Experienced the greatest economic expansion in the history of America, Cold War, Vietnam

Boomers

Thematic Core Values

- Optimism
- Team orientation
- Personal gratification
- Health and wellness
- Personal growth
- Youth
- Work and Involvement



Gen Xers

- Born 1960-1980
- Part of the Baby Bust; only 51 million in 20 year time period
- Grew up during Watergate, gasoline shortages, recession, rise of the global economy and fall of American industry
- Parents were absent; at work, divorced
- Came of age with the Information Age—technology an integral part of life

Gen Xers

Thematic Core Values

- Diversity
- Thinking globally
- Balance
- Techno-literacy
- Fun
- Informality
- Self-Reliance
- Pragmatism



Gen Y

- Born 1978-1984
- Part of the Baby Boomlet; 73 million strong. Will become 1/3 of the US population
- Grew up in the booming economy of the 90s
- Raised in an environment of increased emphasis on family, busy, planned lives
- Influenced by 24 hour news, unlimited internet access, school shootings, international and domestic terrorism

Gen Y

Thematic Core Values

- Civic Duty
- Confidence
- Achievement
- Morality
- Optimism
- Sociability
- Street Smarts
- Diversity



Generations Speak Out



Activity Directions

- On page 12, in the box representing your generation, write 2 -3 motivators and 2 – 3 demotivators for yourself
- Consider things like physical environment, methods of supervision, types of assignments, and rewards

What Gen Y Says about Veterans

- “They are trustworthy.”
- “They are good leaders.”
- “They are brave.”



What Gen Y Says about Boomers

- “They’re cool. They’re up to date on the music we like.”
- “They work too much.”



What Gen Y Says about Xers

“Cheer up!”

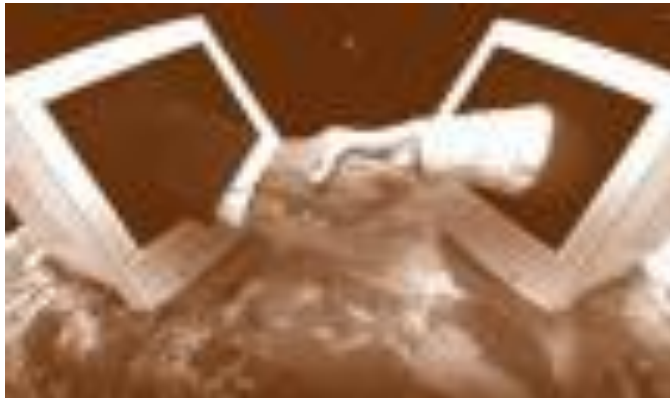


What Veterans Say about Gen Y

- “They have good manners.”
- “They’re smart little critters.”
- “They need to toughen up.”
- “They watch too much TV...with crude language and violence.”



What Boomers Say about Gen Y



- “They’re cute.”
- “They need more discipline from their parents.”
- “They can set the time on the VCR.”
- “They need to learn to entertain themselves; they need too much attention.”
- “Can they do my web page for me?”

What Xers Say about Gen Y

- “Neo Boomers.”
- “Here we go again...another self-absorbed generation of spoiled brats.”
- “What do you mean, ‘What’s an album?’”



So What Does This All Mean?

Questions to Consider...

- What are the workplace implications of this data?
- Where are the potential conflicts in the multigenerational workplace?
- What are the potential benefits of a multigenerational workplace?

Motivation = Success

- **Always ask** employees what personally motivates them.
- **Acknowledge and Control Biases**
- Think **“Individual & Specific”**



Gen Y “On The Job”

Assets

- ✓ Collective action
- ✓ Optimism
- ✓ Tenacity
- ✓ Heroic spirit
- ✓ Multi-tasking capability
- ✓ Technological savvy

Liabilities

- ✓ Need for supervision and structure
- ✓ Inexperienced, particularly with handling difficult people issues
- ✓ Need more attention and lots of communication

Motivating & Supervising Gen Y

- **Throw out Preconceived Notions of Traditional Roles**
- **Establish Mentoring Programs**
- **Continually Provide More Training**
- **Communicate frequently and communicate the “whys”**

Messages That Motivate Gen Y

“Your boss is in his/her sixties.”

“You and your co-workers can turn this company around.”

“You’ll be working with other bright, creative people.”

“We value input and innovation.”

“Teamwork is important to our company’s success.”

“You can make a difference.”

What's Next?: Generation Y

- What opportunities do we have to attract Gen Y to public service?
- How can we retain this new generation of workers?



In Closing

- Be open with communication
- Develop a culture that promotes on-going learning
- Recognize interdependence
- Set goals & **PARTNER** with employees to achieve full potential

