



GENERATIONAL DIVIDE

Cracking The Workforce Code



“The children now love luxury; they have bad manners, contempt for authority; they show disrespect to their elders and love chatter in place of exercise. Children are now tyrants, not the servants of their households. They no longer rise when their elders enter the room. They contradict their parents, chatter before company, gobble up dainties at the table, cross their legs, and tyrannize their teachers.”

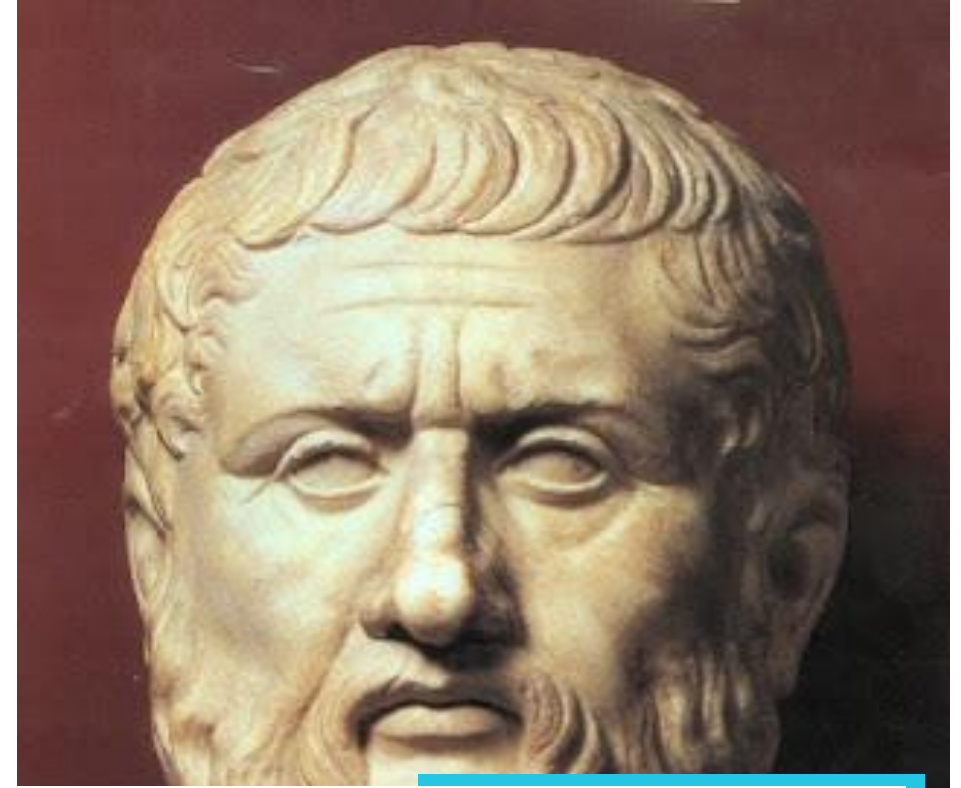


Youth of Today?

Is this the perception of Millennials and Gen Z by the Baby Boomers?

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~ Plato 347 BC



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EXPERIENCE

- Knowing what to do and what not to do
- Knowing what to say and what not to say
- Good Decision-making comes from learning from bad decisions

The Demographic Gap

Demographics of the Participating Labor Pool

Generation	Range	Current Age	Population
Traditionalists	1928 - 1945	78 - 95	48 Million
Baby Boomers	1946 - 1964	59 – 77	78 Million
Gen X	1965 - 1980	43 - 58	55 Million
Millennials	1981 - 1997	28 - 42	66 Million
Gen Z	1998 - 2014	11 - 27	68 Million



Perspective

The Formative Years

Each Generation is impacted from adolescence to adulthood by world events that happen between ages 12 to 18 years of age.

- Narrow scope of experience.
- Largely incapable of doing anything about what happens to them.
- Shapes the way they think, communicate, worldview, and see opportunities and threats.

Baby Boomer - Major World Events

Formative Years - 1958 thru 1982

- 1958 – First US Satellite / Cold War
- 1959 – Castro Takes Over Cuba
- 1960 – Civil Rights Movement
- 1961 – Berlin Wall Built / First man in space
- 1962 – Cuban Missile Crisis
- 1963 – JFK Assassination
- 1964 – War on Poverty LBJ
- 1965 – Civil Rights Protests
- 1966 – Chinese Cultural Revolution
- 1967 – 6-Day War Israel & Egypt
- 1968 – RFK & MLK Assassinations
- 1969 – Woodstock vs Moon Landing
- 1970 – War in Asia Widens / Kent State

Vietnam War

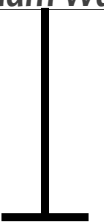


Main Influencers

- *Cold War & Cuban Missile Crisis*
- *JFK / RFK & MLK Assassinations*
- *Woodstock vs Moon Landing*
- *Roe v Wade*
- *Nixon*

- 1971 – The Pentagon Papers
- 1972 – Nixon Goes to China
- 1973 – Roe vs Wade
- 1974 – Nixon Resigns in Disgrace
- 1975 – Saigon Falls (58,202 US Servicemen Dead)
- 1976 – Concorde Changes Air Travel
- 1977 – Rise of the PC
- 1978 – Jonestown, Guyana Mass Suicide (900)
- 1979 – Iran Islamic Republic Ousts the Shah of Iran
- 1980 – Ronald Reagan
- 1981 – Aids Epidemic
- 1982 – Mexico Financial Default

Vietnam War



Gen X - Major World Events

Formative Years - 1977 thru 1998

- 1977 – Rise of the PC
- 1978 – Jonestown, Guyana Mass Suicide (900)
- 1979 – Iran Islamic Republic Ousts the Shah of Iran
- 1980 – Ronald Reagan
- 1981 – Aids Epidemic
- 1982 – Mexico Financial Default
- 1983 – The Internet is Born
- 1984 – Union Carbide Plant Explosion in India (15,000)
- 1985 – Reagan & Gorbachev Meeting
- 1986 – Challenger Explosion
- 1987 – October 19th Stock Market Crash

Main Influencers

- *AIDS*
- *Internet*
- *Fall of Soviet Union*
- *Middle East Desert Storm*
- *Google*

- 1988 – Iran / Contra Affair
- 1989 – Berlin Wall Falls
- 1990 – Democracy in Poland – Lech Walesa
- 1991 – Operation Desert Storm – Kuwait
- 1992 – Cold War Ends – HW Bush & Boris Yeltsin
- 1993 – European Union Forms – Euro Currency
- 1994 – Amazon.com is Born
- 1995 – Oklahoma City Bombing
- 1996 – Dawn of Cloning – Dolly the Sheep
- 1997 – AI Development – IBM Deep Blue Tops Chess Champion
- 1998 – Google is Formed

Millennial - Major World Events

Formative Years - 1993 thru 2013

- 1993 – European Union Forms – Euro Currency
- 1994 – Amazon.com is Born
- 1995 – Oklahoma City Bombing
- 1996 – Dawn of Cloning – Dolly the Sheep
- 1997 – AI Development – IBM Deep Blue Tops Chess Champion
- 1998 – Google is Formed
- 1999 – NATO’s First Military Strike – Kosovo
- 2000 – Y2K – International Space Station Opens
- 2001 – 9/11
- 2002 - Homeland Security is Formed
- 2003 – US Invasion of Iraq

Main Influencers

- Y2K
- 9/11
- Middle East Wars
- Social Media
- I-Phone

- 2004 – Facebook Founded
- 2005 - Hurricane Katrina (1833 deaths)
- 2006 – Saddam Hussein Executed
- 2007 – Invention of the I-phone
- 2008 – Housing Market Crash
- 2009 – Barak Obama Elected
- 2010 – Deepwater Horizon Catastrophic Oil Spill in Gulf
- 2011 – Osama Bin Laden Killed
- 2012 – Higgs Boson “God Particle” Discovery in Geneva
- 2013 – Edward Snowden Surveillance Operation

Gen Z - Major World Events

Formative Years - 2008 thru 2030

- 2008 – Housing Market Crash
- 2009 – Barak Obama Elected
- 2010 – Deepwater Horizon Oil Spill
- 2011 – Osama Bin Laden Killed
- 2012 – Higgs Boson “God Particle” Discovery in Geneva
- 2013 – Edward Snowden Surveillance Operation
- 2014 – Russia Annexation of the Crimean Peninsula
- 2015 – NASA Flies by Pluto
- 2016 - Trump Elected
- 2017 – Hurricanes Harvey, Irma & Maria
- 2018 – Northern California Fires
- 2019 – Hong Kong Protests

Main Influencers

- *Post 9/11*
- *Great Recession*
- *Technology at an Early Age*
- *COVID*

- 2020 – Covid IX Pandemic / Biden Elected / Work From Home
- 2021 – Covid IX Pandemic / Inflation
- 2022 - Covid IX Pandemic Subsides / Work – Life Balance
- 2023 - Scandal / Inflation / Protests / Unity?
- 2024 –
- 2025 –
- 2026 –
- 2027 –
- 2028 –
- 2029 –
- 2030 -

Gen Z - Major World Events

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- 2030 -

Characteristics:

- Optimistic / Competitive / Workaholic / Team-Oriented

Work Style:

- Goal Oriented / Strong Work Ethic / Structured Environments
- Appreciate Stability & Established Procedures

Communication:

- Value Personal Communication – In Person or Phone
- Appreciate Direct and Clear Communication

Motivation:

- Mentor Opportunities
- Phased Retirement
- Flexible Work Environment – Consulting



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Characteristics:

- Flexible / Informal / Skeptical / Independent

Work Style:

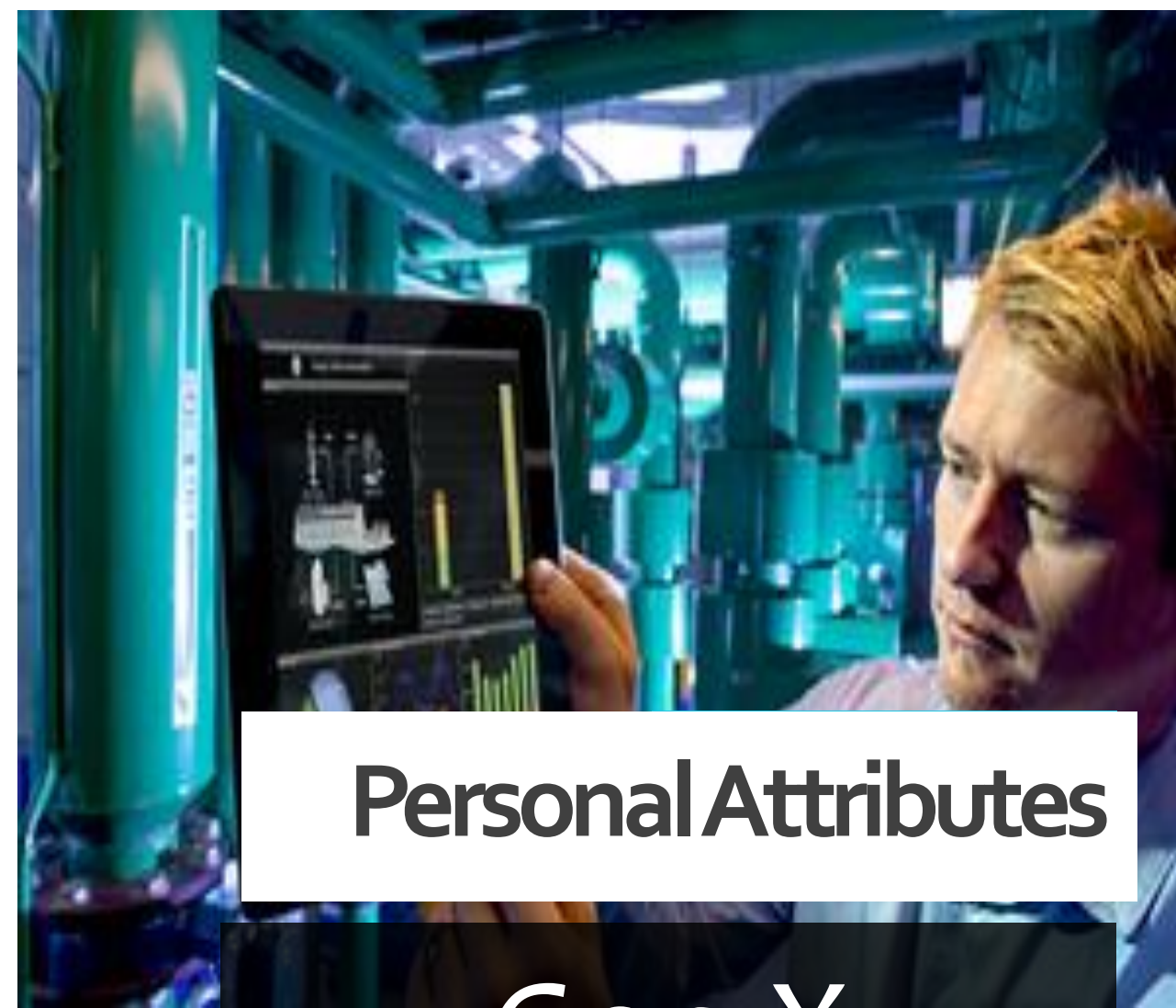
- Self Reliant / Adaptable / Resourceful
- Appreciate Results – Driven Work Environment
- Prefer Hands-Off Management Style
- Open to Change & Innovation

Communication:

- Comfortable w/ Various Communication Styles
- Value Concise & Effective Communication

Motivation:

- Groom for Promotion Opportunities
- Recognize Contributions
- Update Processes



Personal Attributes

Gen X

Characteristics:

- Competitive / Civic Minded / Open Minded on Diversity / Achievement-Oriented

Work Style:

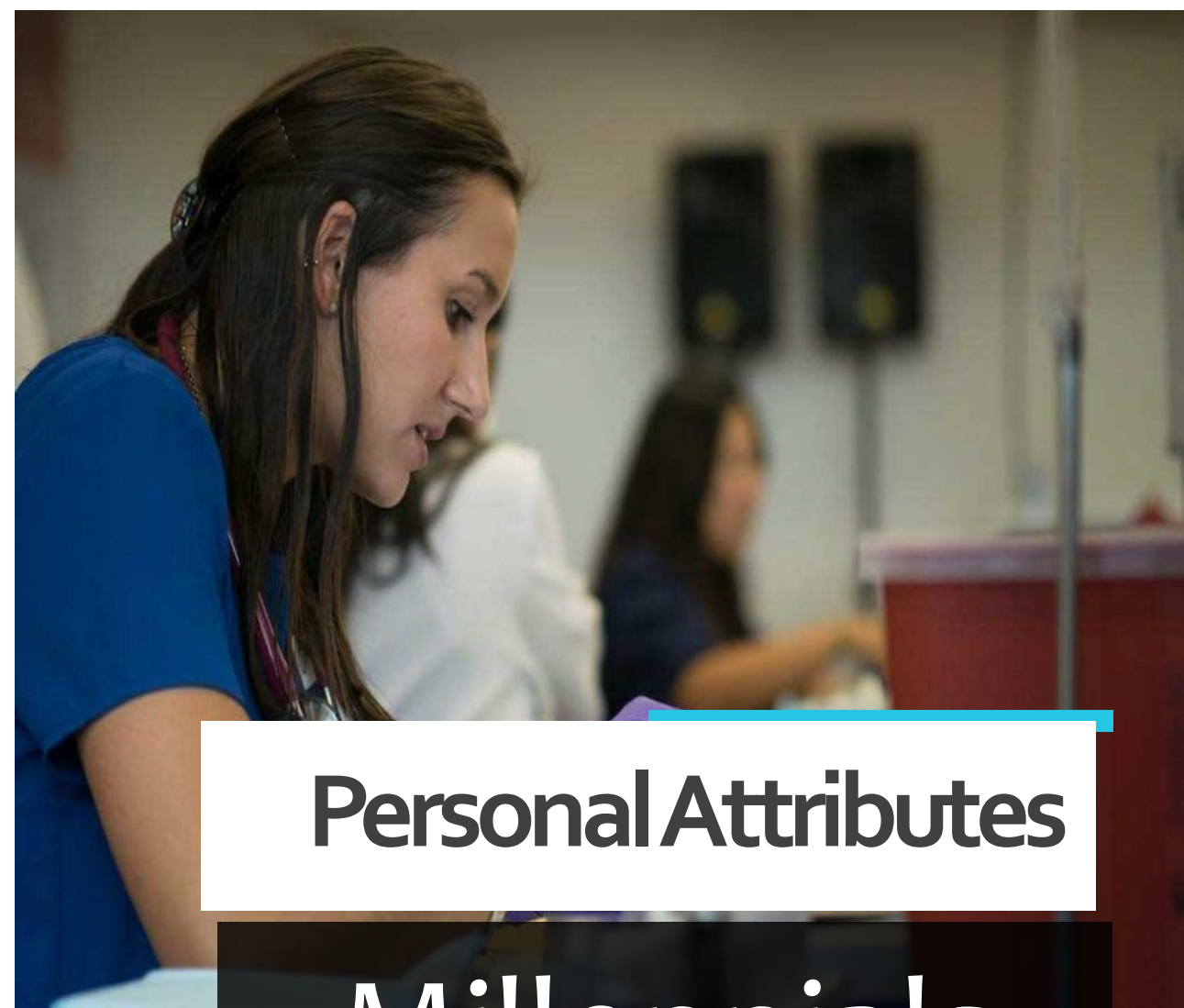
- Thrive in Collaborative Environments and Appreciate Teamwork
- Tech-Savvy and adaptable to Changing Technologies
- Prefer Flexible Work Schedules and Supportive Work Environments

Communication:

- Proficient in Digital Communication / Prefer Email, Instant Messaging & Social Media Platforms
- Value Regular Feedback & Collaboration

Motivation:

- Develop Employee Personal and Professional Growth
- Supervisory and Leadership Grooming
- Communicate Mission and Vision Statements and how Work Contributes to a Larger Picture
- Peer Recognition



Personal Attributes

Millennials

Characteristics:

- Global / Entrepreneurial / Progressive / Independent

Work Style:

- Entrepreneurial, Adaptive & Comfortable w/ Technology
- Appreciate a Fast-Paced Work Environment
- Work/Life Balance and are open to Remote Work Options

Communication:

- Proficient with Digital Communication
- Prefers Instant Messaging, Video Conferencing, & Social Media Platforms
- Value Quick and Efficient Communication

Motivation:

- Mentoring Opportunities
- Skill Development in Emerging Technologies
- Cross-Generational Collaboration Opportunities



Personal Attributes

Gen Z

How Can Commissioners Use This?



Characteristics:

- Competitive / Achievement / Diversity / Teamwork

Work Style:

- Goal Oriented, Adaptive & Comfortable w/ Technology
- Results-Driven Meaningful Work
- Open to Change and Innovation

Communication:

- Utilizes All Communication Tools
- Prefers Quick and Effective Communication
- Value Regular Feedback and Collaboration

Motivation:

- 360° Mentoring Opportunities
- Succession Planning & Pipeline Development
- Stop the Bleeding – Get Involved in K – 12 Schools



Common Ground

All Generations

Manufacturing:

- Enhanced Engagement

Mayor of Chillicothe:

- Financial Solvency
- Economic Development
- Fresh Young Eyes

Commissioner:

- County Vision
- Safety & Security
- Growth – World Heritage Designation



Examples

All Generations



Thank You

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BESTOhio IndustrySector Partnership 

