

Generational Conflict and Opportunities

Linda F. Willing
RealWorld Training & Consulting
www.rwtraining.com

Four Generations at Work:

- Veterans/Traditionalists
 - Born pre-WWII
 - 50%+ of men served in military
 - One employer expectation
 - Structure/hierarchy
- Baby Boomers
 - Born 1945-1964
 - Highly educated
 - Vietnam and the Cold War
 - First TV generation
- Generation X
 - Born 1965-1980
 - Children of divorce/latchkey kids
 - First computer generation
 - Raised in uncertain economic and political times
- Millennials/Nexters/Gen Y
 - Born after 1981
 - First Internet generation
 - Assume a diverse world
 - Expectation of instant gratification

What has changed?

- Employer and employee loyalty
 - No more lifetime employment
 - Trend away from promoting from within
- Family structure
 - Traditional family now a minority
 - Family plays more of a role in work
- Attitudes toward authority
 - Seniority vs. merit
 - More casual relationships
- Access to information
 - Expectation of instant and complete information
 - Many sources, not just experts
- Sense of time
 - Real time reporting
 - Concept of 24/7
 - Expectation of instant gratification