

# THE GENERATIONS UNMASKED!

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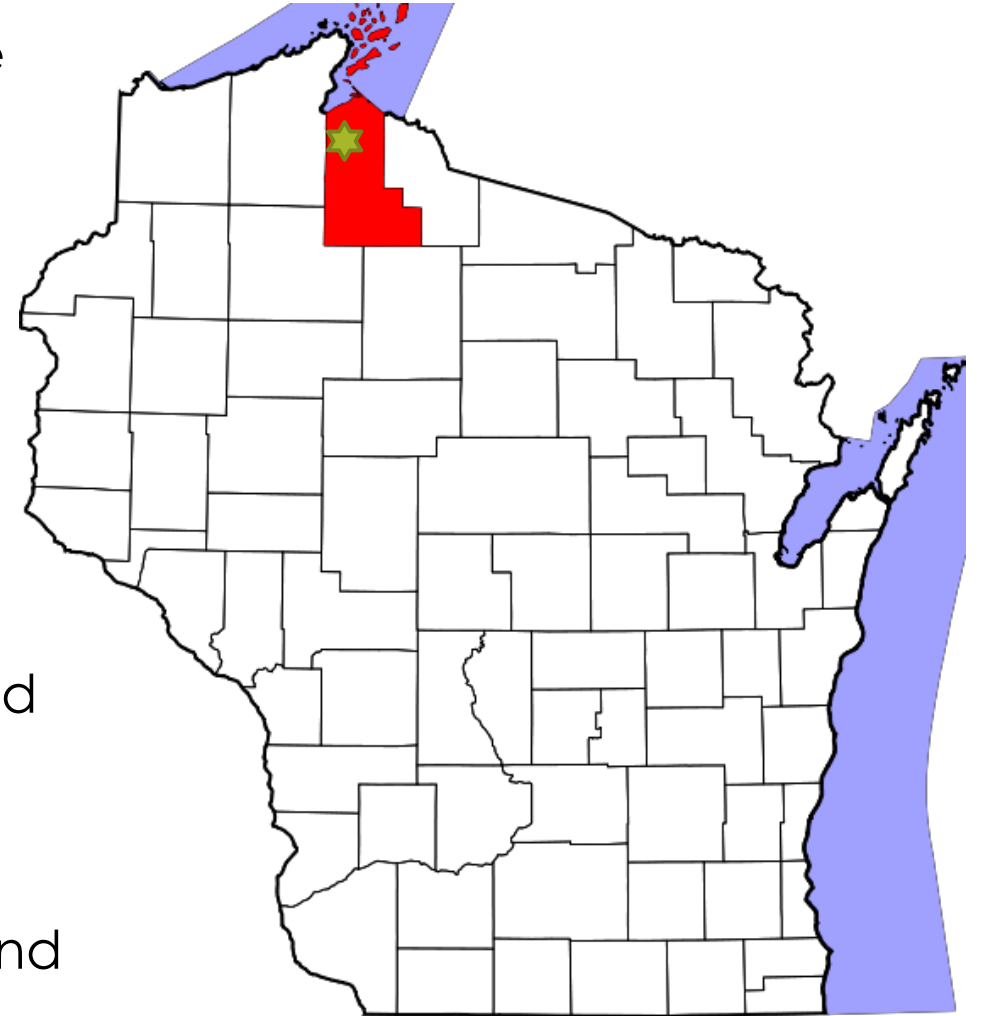
Brad Gingras



[Superiorstrategies.org](http://Superiorstrategies.org)

# Me, in a nutshell...

- 25+ years of leadership, supervision, mentoring, and coaching all ages throughout the workforce
- 15+ years of executive leadership in non-profit, workforce development and healthcare education
- The Executive Director of Northwest Wisconsin Area Health Education Center (NWAHEC)
- Owner of Superior Strategies, LLC providing training, education, development, facilitation and strategy
- A curious dude who is always thinking about approaches, leadership, attitudes, psychology and changes within the workforce and society



# U.S. Demographics

<b><u>Generation</u></b>	<b><u>Years*</u></b>
Silent Generation / Traditionalists	1925-1945
Baby Boomers	1946-1964
GenX	1965-1980
Millennials / GenY	1981-1995
GenZ	1995-2008
Generation Alpha	2009- ?

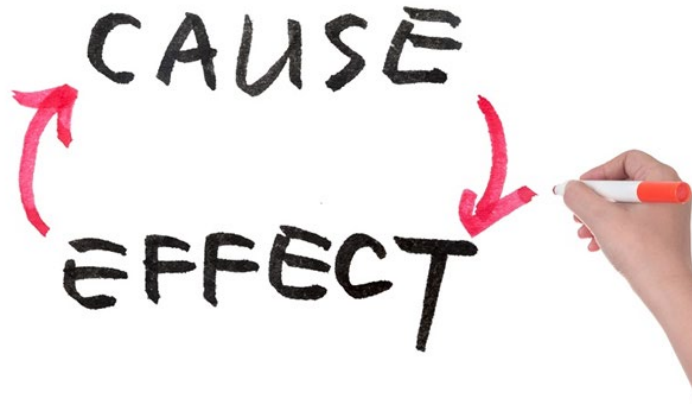


\* Variance in data based on resource referenced

# How Generational Trends Form:

Influences such as technology, world/national events, polarizing people, media, etc. impact and form generational trends

WHAT IS THE EFFECT OF THAT INFLUENCE?



BG / AG

before

Google

after

Google



# Generational Workforce Characteristics



# BOOMERS!



- Loyal & committed
- Civic-minded
- Routine oriented
- Were raised with stricter workforce etiquette and standards; i.e. punctual, focused on work, dress codes, etc.
- Adapting to, or acceptance of change, may come at a slower pace, especially with technology and breaking the 'way its always been' or 'back in my day'
- **Socializing is predominantly face to face and in person**







- Adaptable & Independent
- Don't want to waste their time
- Will 'Figure it Out!'
- Balance between work and life—  
work to live not live to work

- Value partnerships & networking
- Many have adapted to digital/virtual socializing & communication
- Predominantly the parents of GenZ





Boomers: yelling at millennials for toast  
Millennials: yelling at Boomers for ruining the world  
GenZ: snorts tide pod and yeets into traffic

Gen X:



MILLENNIALS

# XENNNIAL





- **Time** is important and a commodity to Millennials
- Loyal to their skill set and what they can do for an employer or group
- **Strive for flexible autonomy with their lives**
- Will balance work, social, family, friends....all at the same time
- Value consistent feedback but also want to give it back
- Millennials are collaborators, networkers, and connected
- **Efficient mindset:** How can we utilize technology to do the work?









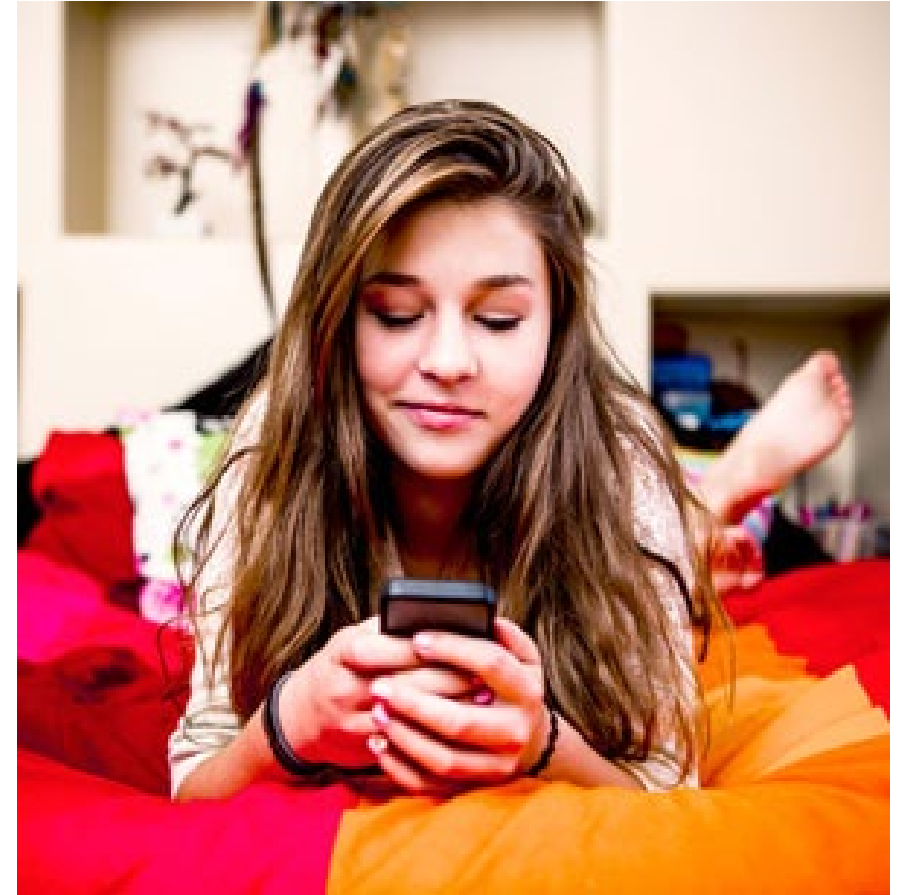
- Socially and culturally diverse. Want equality for all
- Products of the post-911 and 'mass shootings' world
- Strive for safety, security, and stability
- Products of how parenting has shifted towards protection and safety
- Individualistic- Raised with their individual needs met
- Demands choice, especially when it impacts them
- Prefer less risk taking than previous generations
- Mental health challenges and awareness are important
- Great dancers!!!





# GenZ Social Habits

- Digital communicators
  - Have less face to face interactions
- Consume information via audio/video, less reading
- Their social life is predominantly virtual
- TikTok attention spans
- GenZ are isolated and can conduct their life hidden in their bedrooms, if they choose



# GenZ Leadership Approaches

- Have had less 'REAL' exposures to the world of work.
  - Pandemic eliminated many opportunities of positive exposure
  - Learned predominantly from virtual influencers

## • LEADERSHIP APPROACH:

- **Coaching/Mentoring**
  - **DEVELOPMENT**
  - **ENCOURAGEMENT**
  - **EMPOWERMENT**
  - **REASSURANCE**





# Optimal Work Environments

## **Boomers:**

- Provide limited feedback, face to face communication, let them 'keep on, keeping on', structure, demonstrate and mentor when introducing new technology and/or change

## **GenX:**

- Provide relevant feedback, keep them in the loop, let them 'figure it out', work/life balance, growing desire for flexibility

## **Millennials:**

- Consistent feedback (to and from), want to know 'why', have freedom and flexibility with structure and responsibilities, will have their ideas listened to, short and to the point communication

## **GenZ**

- Consistent, immediate feedback, desire security and safety, need to feel valued and supported, provide mentoring with reassurance especially when mistakes are made





- **RECOGNIZE** the generational and/or behavioral differences within your relationships/interactions
- **ACCEPT** that the differences can be a strength if understood or utilized
- **ADAPT** behaviors and strategies for the greater good of the team, relationship, or situation





**Strength lies in  
differences, not in  
similarities.**

Stephen Covey

# Generational Comparison of the Workforce

	Baby Boomers 1945-1964 *	Gen X 1965-1980 *	Millennials 1981-1995 *	Gen Z 1996-2006 *
<b>Formative Influences</b>	War and post war Boom, assassinations, civil rights, Woodstock	Both parents employed, MTV, Nintendo, Divorce	Embraced 'on demand' 24/7 connection, college debt, reality TV, YouTubers	Product of post-9/11, school shootings, anti-bullying, differences celebrated
<b>Work habits and behaviors</b>	Workers! routine oriented, loyal, committed	Independent, resourceful, adaptable, will figure it out	Efficient, blunt, entrepreneurial, collaborative, tech-savvy	Individualistic, empathetic, demand equality/diversity, practical
<b>Communication Preference</b>	Face to Face, telephone, email	Face to face, email, text	Online and mobile	Mobile, video, pictures
<b>Career Aspiration</b>	Job security	Work-life balance	Freedom and flexibility	Security, safety, and stability
<b>Ideal work environment</b>	Loyalty, opportunity to mentor, hierarchical, respect	Trustworthy staff and employer, autonomy, competence, problem solving	Meaningful work, skill development, flexible autonomy, understanding employer	Competitive wage, support and mentorship, diversity in tasks and team, choices
<b>Leadership preference</b>	I've always done it this way, no need to change	Let me figure it out	I can do it, but let me do it my way	Mentor me! Let me have a choice
<b>Be Aware!</b>	Stubborn, reluctant to change or adapt	Passive aggressive, otherwise awesome!	Impatient, view hierarchy differently	Will ghost you, sensitive, content being alone

\* +/- 3 years of blended characteristics

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