



Talkin' Bout My Generation

MILLENNIALS IN THE WORKPLACE

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gen · er · a · tion

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all of the people born and living at about the same time, regarded collectively.

Who are they?



The Silent Generation

“Traditionalists”

- ▶ Born between 1925 – 1945
- ▶ Ages 72 – 92
- ▶ 55 million
- ▶ 1929-1939 The Great Depression
- ▶ 1939-1945 World War II
- ▶ Wealthiest generation
- ▶ Retired
- ▶ Largest voting population
- ▶ Worked very hard, kept quiet
- ▶ Children should be “Seen and not heard”
- ▶ “Waste not want not”
- ▶ Conservatism
- ▶ Traditional Family Values
- ▶ Patriotic
- ▶ Team Players

The Silent Generation

In The Workplace

- ▶ Loyal to employers
- ▶ Believe promotions, raises and recognition should come from job tenure
- ▶ Measure work ethic on productivity
- ▶ Strive for financial security
- ▶ Demand quality

Sources: <http://www.marstoncomm.com/matures.html>; <http://merrillassociates.com/>

Baby Boomers

“Empty Nesters”

- ▶ Born between 1946 – 1964
- ▶ Ages 53 – 71
- ▶ 76 million
- ▶ Civil Rights Movement
- ▶ Watergate
- ▶ Born as a result of spike from WW II
- ▶ Experienced assassinations of JFK, Robert Kennedy and MLK Jr.
- ▶ Coined the term “workaholic”
- ▶ Largest workforce
- ▶ Individualism
- ▶ Social cause oriented
- ▶ Single largest economic group
- ▶ Want products and services that show their success

Sources: <http://www.marstoncomm.com/matures.html>; <http://merrillassociates.com/>;
http://www.escapehomes.com/articles/Baby_Boomers_Statistics_on_Empty_Nests_and_Retirement.htm

Baby Boomers In The Workplace

- ▶ Work ethic measured in hours worked
- ▶ Less importance placed on productivity
- ▶ Teamwork is critical to success
- ▶ Expect loyalty from those they work with

Sources: <http://www.marstoncomm.com/matures.html>; <http://merrillassociates.com/>;
http://www.escapehomes.com/articles/Baby_Boomers_Statistics_on_Empty_Nests_and_Retirement.htm

Generation “X”

“Latchkey Kids”

- ▶ Born between 1965 – 1979
- ▶ Ages 38 – 52
- ▶ 50 million
- ▶ AIDS
- ▶ Computers
- ▶ MTV
- ▶ Challenger Explosion
- ▶ Fall of Berlin Wall
- ▶ Independent
- ▶ Entrepreneurial
- ▶ Value family time
- ▶ Reject rules
- ▶ Quest for emotional security
- ▶ Multi-taskers
- ▶ Single parent families
- ▶ Defined as “slackers”

Sources: <http://www.marstoncomm.com/matures.html>; <http://merillassociates.com/>;
<http://apps.americanbar.org/lpm/lpt/articles/mgt08044.html>

Generation “X”

In The Workplace

- ▶ Casual, friendly work environment
- ▶ Flexibility and freedom
- ▶ Work smarter not harder
- ▶ Value control of their time
- ▶ Invest loyalty in people, not a company
- ▶ Expect immediate and ongoing feedback
- ▶ Comfortable giving feedback to others

Sources: <http://www.marstoncomm.com/matures.html>; <http://merrillassociates.com/>;
<http://apps.americanbar.org/lpm/lpt/articles/mgt08044.html>

Millennials

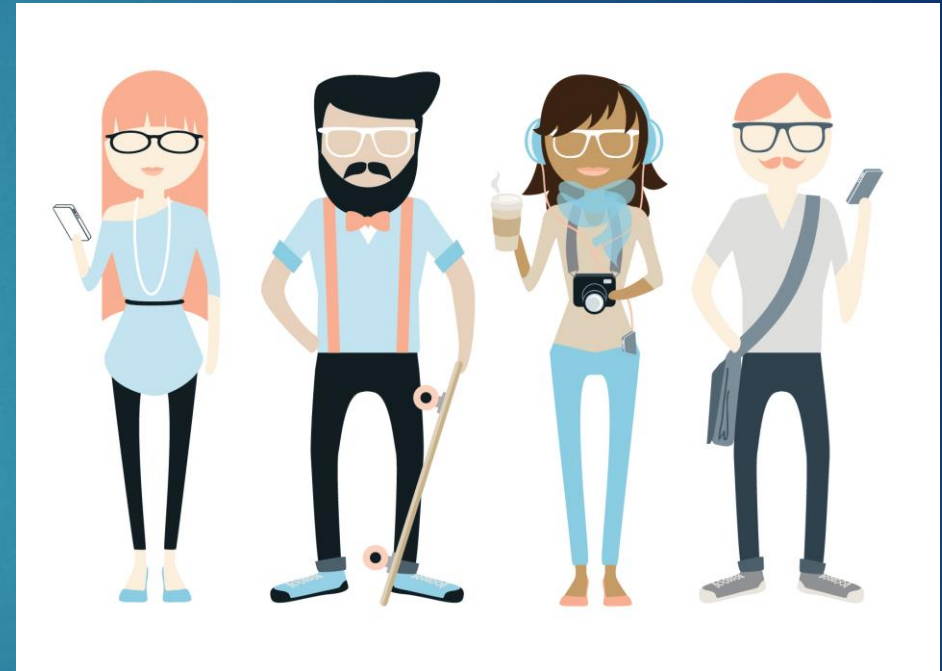
“Gen Y”

- ▶ Born between 1980 – 1996
- ▶ Ages 21 – 37
- ▶ 80 million
- ▶ Oklahoma City bombing
- ▶ OJ Simpson trial
- ▶ Columbine shootings
- ▶ Y2K
- ▶ Rise of the internet
- ▶ Terrorism
- ▶ Optimistic
- ▶ Impatient
- ▶ Entrepreneurial
- ▶ Individualistic yet group oriented
- ▶ Very informal
- ▶ Short attention span
- ▶ More culturally and racially tolerant
- ▶ Want instant gratification
- ▶ Achievement oriented

Sources: <http://www.marstoncomm.com/matures.html>; <http://merrillassociates.com/>;
<http://apps.americanbar.org/lpm/lpt/articles/mgt08044.html>;
<http://www.rosettathurman.com/2010/>; <http://pewsocialtrends.org/>

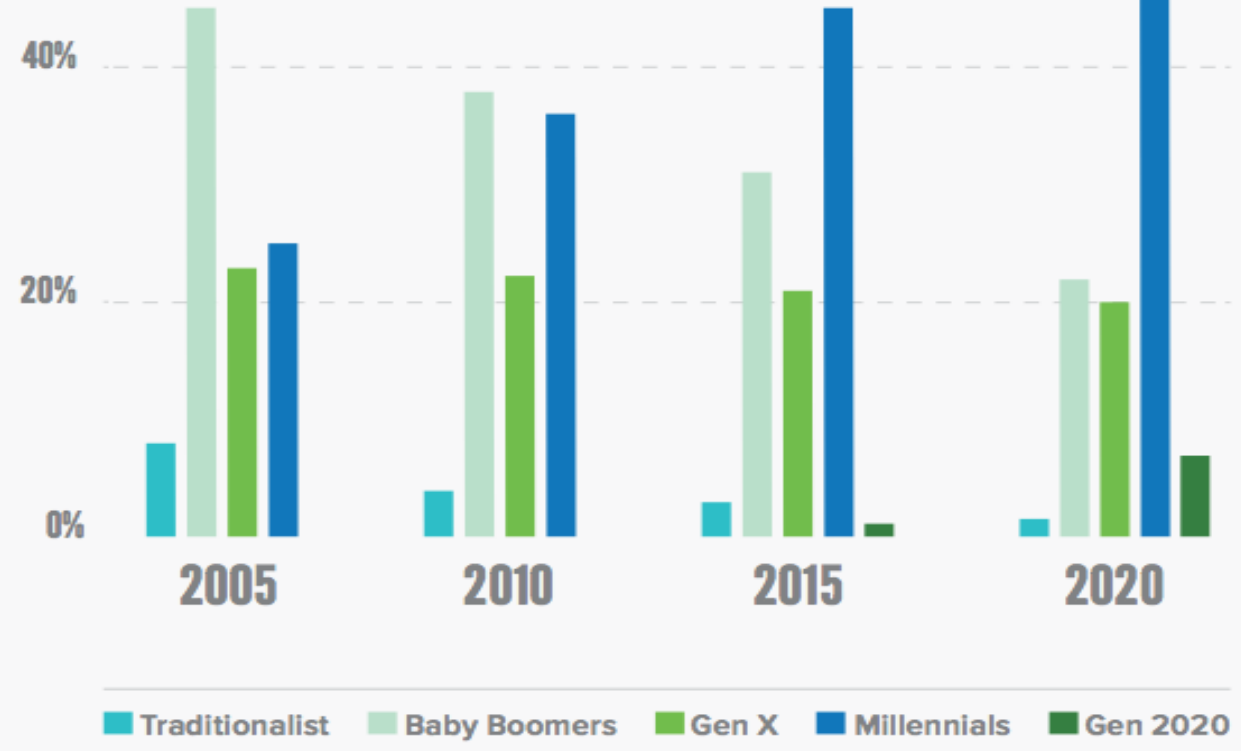
Millennials In the Workplace

- ▶ Search for individual who will help them meet their goals
- ▶ Want open, constant communication
- ▶ Want positive reinforcement from boss
- ▶ Search for job that provides personal fulfillment
- ▶ Want leadership from bosses
- ▶ Works to live, doesn't live to work



Sources: <http://www.marstoncomm.com/matures.html>; <http://merrillassociates.com/>;
<http://apps.americanbar.org/lpm/lpt/articles/mgt08044.html>;
<http://www.rosettathurman.com/2010/>; <http://pewsocialtrends.org/>

Rise of Millennials in the Workforce



Source: Bureau of Labor Statistics Employment Projections, 2012

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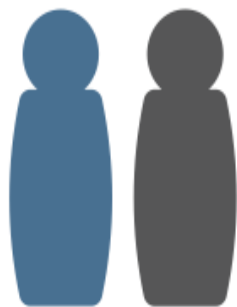
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80

Millennials at Work

Younger employees have different expectations and opinions about their work.



Half of Millennials

would rather have no job than have a job they hate



3 out of 5 Millennials feel that they will switch jobs in less than 5 years



4 out of 5 Millennials want regular feedback from their boss



4 out of 5 Millennials think they deserve to be recognized more for their work



1 out of 4 Millennials say they are completely satisfied with their current job.



9 out of 10 Millennials think they deserve their dream job



7 out of 10 Millennials say they need "me time" at work



One-third of Millennials

prefer recognition from their boss or coworkers or a promotion over higher pay



Sources: Red Tree Leadership, U.S. Census Bureau, Pew Research
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So what can we do?

- ▶ More effort in supervision
- ▶ More regular feedback
- ▶ Praise the little things
- ▶ Allow freedom to contribute
- ▶ Discover their passions and goals
- ▶ Value merit, not tenure

So what can we do?

- ▶ Flexibility
- ▶ Be willing to change the notion “because that’s how we’ve always done it”
- ▶ Encourage them
- ▶ Drive home the mission of the agency
- ▶ Allow work/life balance

