


  
**CML 96<sup>th</sup> Annual Conference**  
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 Vail

Empowered cities and towns, united for a strong Colorado.  
Members of this presentation reflect the view of the presenter, not of CML.



**The Fabulous Five**  
 Multi Generations in the Workplace  
  
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**The Five Generations Defined**

Generation	Born	Age of Adults in 2018
The Silent Generation (Traditionalists)	1928 – 1945	73 – 90
Baby Boomers	1946 – 1964	54 – 72
Generation X	1965 – 1980	38 – 53
Generation Y (Millennials)	1981 – 1996	22 – 37
Generation Z (iGeneration)	Since 1996	22 and younger



**Traditionalists**  
50 million born in the U.S.

- Loyal
- Hard Working
- Cautious
- Sacrifice
- Practical
- Conservative
- Disciplined
- Patient
- Respect for Authority
- "Chain of Command"

**Their world view was shaped by...**

- WWII
- The Great Depression
- The New Deal
- The Korean War
- Rise of Labor Unions
- Discovery of Penicillin




**Baby Boomers**  
76 million born in the U.S.

- Team Oriented
- Cooperative
- Adaptive
- Question Authority
- Competitive
- Idealistic
- Optimistic
- Personal Growth
- Forever Young
- "Change of Command"

**Their world view was shaped by...**

- Civil Rights Movement
- First Nuclear Power Plant
- Birth Control Pills introduced
  - Woodstock
  - Moon Landing
- Assassinations of MLK, JFK, RFK



**Generation X**  
55 million born in the U.S.

- "Latch Key" Kids
- Self-Reliant
- Self-Assured
- Skeptical
- Pragmatic
- Entrepreneurial
- Immediate Gratification
- Technologically Inclined
- "Self Command"

**Their world view was shaped by...**

- MTV
- Intel's First Chip Invented
- John Lennon Assassination
- Watergate Scandal
  - Fall of Berlin Wall
  - Challenger Explosion



### Millennials

80 million born in the U.S.

- "Peter Pan" Generation
- Self Expressive
- Group Oriented
- Global
- Entitled
- Love Feedback
- Creative
- Technologically Dependent
- Impatient
- "Don't Command - Collaborate!"

**Their world view was shaped by...**

- World Wide Web Opens to Public
  - 9/11
- Oklahoma City Bombing
- Columbine Shooting
- Dot Com Boom
- Prozac Introduced

### Generation Z

65 million born in the U.S. so far...

- "Centennials"
- "Digital Natives"
- Cautious
- Diverse
- Entrepreneurial
- Inclusive
- Group Oriented
- Social
- Frugal
- Technologically Advanced

**Their world view was shaped by...**

- Children of Generation X
  - Great Recession
  - Terrorism
  - Cyber Bullying
- 24/7 Technology at their Fingertips
- Facebook / Snapchat / Social Media

### Does This Really Matter?

- You must know your workforce in order to keep them engaged, focused and productive. An engaged workforce is a productive workforce!
- Turnover is expensive!
  - On average, it costs 50-75% to hire and train an employee's replacement.
  - \$60,000 employee = \$30,000 - \$45,000 to hire and train a replacement
    - Hiring
    - Training
- Turnover also has an effect on those that remain... lower morale, thinking the grass may be greener elsewhere, others start to look, taking away from productivity at your office.

A Millennial's Guide to Baby Boomers

<https://www.youtube.com/watch?v=C1q6M3dBNwc>

A Baby Boomer's Guide to Millennials

<https://www.youtube.com/watch?v=Sz0o9clVQu8>

### So... what can we do?

- Traditionalists / Baby Boomers
- Gen X
- Millennials / Gen Z

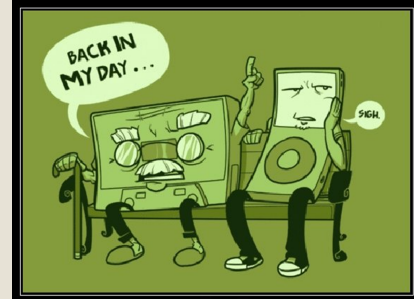
**Talk about:**

- Ideal working environment
- Preferences regarding praise / positive feedback
- Frequency of feedback

What did we learn?

- Everyone is different! Unique! Special!
- No generation has a "one size fits all" solution.
- Avoid stereotyping or sweeping generalizations.

Instead of...



Remember that...



Instead of...



Remember that...



Instead of...



Remember  
that...



Millennials vs. Baby Boomers vs. Gen X  
... in a nutshell ...

<https://www.youtube.com/watch?v=Ed-5Zzdx0E>

QUESTIONS?  
COMMENTS?

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