

# The Gens

MINNESOTA STATE SUPERVISORS CONFERENCE 2022



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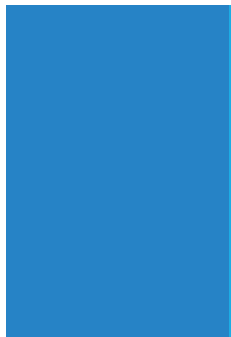
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Do you think leadership affects employee retention?

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Leadership and Culture

-  Creating Engagement
-  Culture of Communication
-  Generational Differences in the workplace

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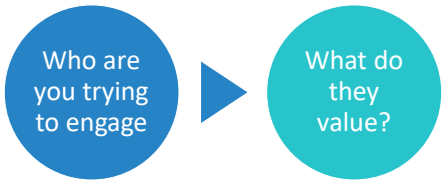
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Creating Engagement

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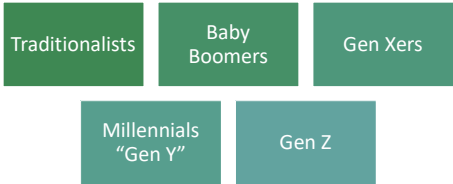
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The Generations



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### Traditionalists: "Greatest Generation"- Tom Brokaw

Born 1922-1943  
Wealthiest Generation,  
Respect Seniority/Chain of  
Command,  
Childhood of Hardship and Struggle  
Courageous, Loyal, Dedicated



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### Baby Boomers: "Me Generation"

Born 1943-1960  
Workaholics  
Confident/Team Players  
Social Consciousness  
Highly Competitive  
Value Respect,  
Youth, Individuality  
They Live to work



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### Gen Xers

Flexible, when the job is done  
they should be able to leave  
for the day

Born 1960-1980  
Tech Savvy  
Latchkey Kids  
Economically Conservative  
Skeptical/Survivors  
Highly Individual Workers  
Value Diversity and see  
risk taking as good.  
They work to live



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## Millennials – Gen Y

Born 1980-2002  
The Internet Generation  
Short Attention Span  
Multitask and Master  
Complex Systems Quickly  
Optimistic  
Highly Collaborative



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## Gen Z

Born 1997 – 2012  
The most racially/ethnically  
diverse group in history  
Multitaskers

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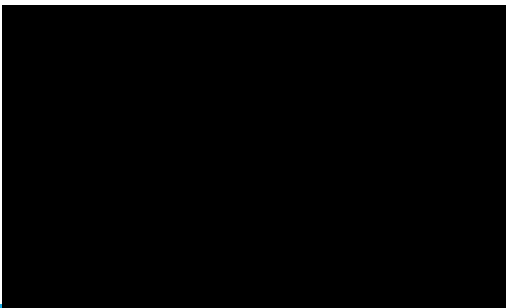
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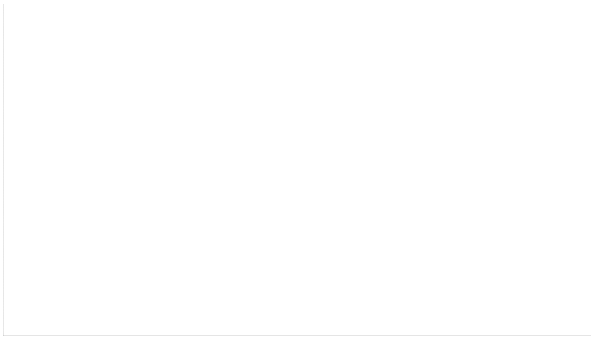
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The Shift...



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Managers Transform



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### Workforce Development

Gen Z and Millennials make up 46% of the fulltime U.S. Workforce

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### Values – What do I want from my employer? #1 Ranking

Boomers	Organization's Leadership is ethical
Gen X	Organization's Leadership is ethical
Millennials Gen Y	The Organization cares about employee's wellbeing
Gen Z	The Organization cares about employee's wellbeing

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### Values – What do I want from my employer? #2 Ranking

Boomers	The Organization cares about employee's wellbeing
Gen X	The Organization cares about employees' wellbeing
Millennials Gen Y	The Organization's leadership is ethical
Gen Z	The Organization's leadership is ethical

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### Values – What do I want from my employer?

Boomers	The Organization's financial stability
Gen X	The Organization's financial stability
Millennials Gen Y	The Organization's leadership is open and transparent
Gen Z	The Organization is diverse and inclusive of all people

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### Employee Well-Being

 CAREER    
  SOCIAL    
  FINANCIAL    
  PHYSICAL    
  COMMUNITY

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### The "Shift"

HISTORICAL	TOMORROW
My Paycheck	My Purpose
My Satisfaction	My Development
My Boss	My Coach
My Annual Review	My Ongoing Conversations
My Weaknesses	My Strengths
My Job	My Life

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## Remember

“The challenge for every organization is to build a feeling of oneness...because the question is usually not how well each person works, but how well they work together”

Successories, Inc. 2000



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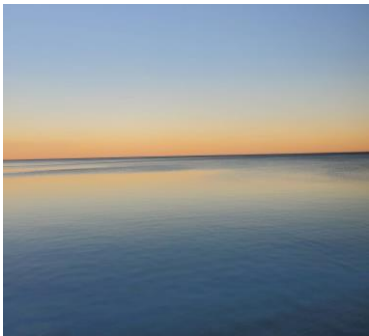
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Michelle K. Nelson  
emkayen914@gmail.com

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## Generation “Z” a.k.a. “iGen”



- Born after 1996
- Makes up 1/5 of the population
- The most racially/ethnically diverse group in history
- They are more risk-averse in attitudes and behaviors “play it safe”
- Value human equality at all levels
- They would rather considered unique than real (major difference from Gen Y)



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Gen Z cont.)



Lean toward Extrinsic Values – money, fame  
Lean away from Intrinsic Values – relationships and feeling of “community”  
Digital Natives  
Mental Health issues are rising

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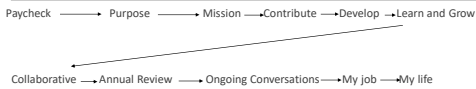
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The “Shift”



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Are you Ready?

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### The Music (Top 10 1940)

- 1) Artie Shaw, "Frenesi"
- 2) Glenn Miller, "In the Mood"
- 3) Tommy Dorsey, "I'll Never Smile Again"
- 4) Bing Crosby, "Only Forever"
- 5) Glenn Miller "Tuxedo Junction"
- 6) Glenn Miller, "Woodpecker Song"
- 7) Glenn Miller, "Careless"
- 8) Glenn Miller, "When You Wish Upon a Star"
- 9) Bing Crosby, "Trade Winds"
- 10) Andrews Sisters, "Ferry Boat Serenade"



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## The Products 1950's

1950

The first credit card(Diners) invented by Ralph Schneider.

1951

Charles Ginsburg invented the first video tape recorder (VTR).

1953

Transistor radio invented by Texas Instruments.

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## The Parenting

- Children were seen and not heard
- They were left to figure it out for themselves
- High school diploma was the expectation
- Work/First job was at a very young age
- Play time was not a structured event.

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## Funerals, Outside the Box

A local firm will help you plan the ultimate after-party, don't you deserve it?  
By Pamela Hill Nettleton

Despite treadmills, plastic surgery, and teeth whitening, baby boomers will, eventually, die. (Sorry to catch you off guard with that.) They need not, however, go gently into that good night with a cookie-cutter funeral service. They can go the same way they've done everything since 1946: with consummate individuality.

PartyThereafter is a Minneapolis-based alternative funeral/memorial planning service that celebrates lives well-lived by thinking outside the pine box. Principals Brad Farnham and Scott Novak help families create the ultimate sendoffs.

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## The Music (Top 10 1960)

1. Cathy's Clown, Everly Brothers
2. He'll Have to Go, Jim Reeves
3. Theme from a "Summer Place", Percy Faith
4. It's Now or Never, Elvis Presley
5. Teen Angel, Mark Dinning
6. I'm Sorry, Brenda Lee
7. Running Bear, Johnny Preston
8. Handy Man, Jimmy Jones
9. Stuck On You, Elvis Presley
10. Let's Twisty Again, Chubby Checker



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## The Products 1960's

1962

The audio cassette invented.

1967

The first handheld calculator invented.

1969

The ATM invented.

The bar-code scanner invented

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### The Music (Top 10 of 1970)

1. Layla - Derek and the Dominos
2. Bridge Over Troubled Water - Simon and Garfunkel
3. Let It Be - The Beatles
4. Your Song - Elton John
5. Get Up (I Feel Like Being A) Sex Machine - James Brown
6. Lola - The Kinks
7. Who'll Stop the Rain - Creedence Clearwater Revival
8. Fire and Rain - James Taylor
9. Paranoid - Black Sabbath
10. All Right Now - Free



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### The Products

**1970**

The floppy disk invented by Alan Shugart.

**1971**

The liquid-crystal display(LCD) invented by James Fergason.

VCR or video cassette invented.

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### 1970's Continued

**1972**

Pong first video game invented by Nolan Bushnell.

**1975**

The push-through tab on a drink can invented.

**1979**

Cell phones and Walkman invented.

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### The Parenting

- Children were starting to be “heard and seen”
- Education beyond high school was becoming an expectation
- Play time was still an unstructured event yet organized community sports were emerging in limited numbers
- The dinner table was still relevant

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### The Music (Top 10 of 1980)

1. Call Me, Blondie
2. Another Brick In the Wall, Pink Floyd
3. Magic, Olivia Newton-John
4. Rock With You, Michael Jackson
5. Do That to Me One More Time, Captain and Tennille
6. Crazy Little Thing Called Love, Queen
7. Coming Up, Paul McCartney
8. Designer Music, Lipps, Inc.
9. It's Still Rock and Roll to Me, Billy Joel
10. The Rose, Bette Midler



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### The Products

- 1981**  
The first IBM-PC invented.
- 1983**  
The Apple Lisa invented.  
First Cabbage Patch Kids sold.  
First Mobile Phones Sold by AT&T

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1987 Wall Street



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### 1980's Continued

Windows program invented by Microsoft.  
Doppler radar invented by Christian Andreas Doppler.  
Prozac invented at the Eli Lilly Company by inventor Ray Fuller.

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### The Parenting

- Parents and children interaction time is increasing.
- Play time with peers is much more structured and # of activities increased.
- Parents are doing more for their kids rather than allow kids to "figure it out" for themselves.
- Children are starting to learn the concept of "everyone wins" (Medal for Participation!)

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### The Top 10 of 1990

1. Hold On, Wilson Phillips
2. It Must Have Been Love, Roxette
3. Nothing Compares 2 U, Sinead O'Connor
4. Poison, Bell Biv Devoe
5. Vogue, Madonna
6. Vision of Love, Mariah Carey
7. Another Day In Paradise, Phil Collins
8. Hold On, En Vogue
9. Cradle of Love, Billy Idol
10. Blaze of Glory, Jon Bon Jovi



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## The Products

1990

The World Wide Web and Internet protocol (HTTP) and WWW language (HTML) created by Tim Berners-Lee.

1992

The Pentium processor invented.

1994

Public Access Wireless Internet Connection Proposed ("Wi-Fi Hotspot")

1998

Viagra invented.



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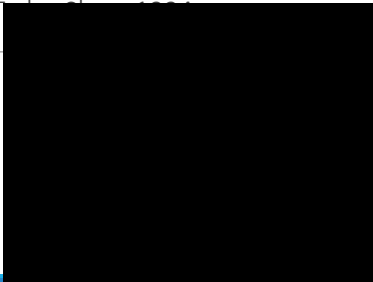
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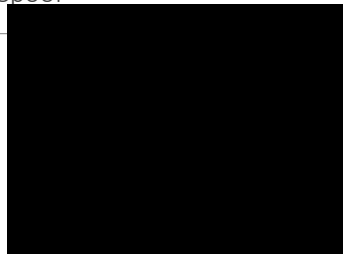
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## The Spoof



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### The Music (Top 10 of 2000)

1. Breathe, Faith Hill
2. Smooth, Santana Featuring Rob Thomas
3. Say My Name, Destiny's Child
4. I Wanna Know, Joe
5. Everything You Want, Vertical Horizon
6. Maria Maria, Santana Featuring The Product G&B
7. Bent, Matchbox Twenty
8. Amazed, Lonestar
9. I Knew I Loved You, Savage Garden
10. He Wasn't Man Enough, Toni Braxton



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### The Parenting

- "Hover" Parents emerge
  - Play time is highly structured; constant activity.
  - College is the expectation but how long is extended.
  - Children live at home longer or move back.
  - The "Sandwich Generation" emerges.
  - Social time is no longer face to face it is digital.
  - Children look to mom or dad to "figure it out".

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Seven horizontal lines for writing.

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### The Products 2000

- 2003: skype
- 2004: Facebook
- 2005: YouTube
- 2006: Wii video game console
- 2007: Apple iPhone
- 2009: Twitter
- 2010: Instagram
- 2011: Snapchat
- 2016: TikTok

Seven horizontal lines for writing.

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### The Top 10 of 2010

1. Need You Now, Lady Antebellum
2. California Gurls, Katy Perry Featuring Snoop Dogg
3. Love The Way You Lie, Eminem Featuring Rihanna
4. Hey, Soul Sister, Train
5. OMG, Usher Featuring will.i.am
6. Dynamite, Taio Cruz
7. TiK ToK, Ke\$ha
8. I Gotta Feeling, Black Eyed Peas
9. Just The Way You Are, Bruno Mars
10. Airplanes, B.o.B Featuring Hayley Williams



Seven horizontal lines for writing.

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## The Top 10 of 2015

1. Uptown Funk, Mark Ronson FT. Bruno Mars
2. Cheerleader, OMI
3. Take me to Church, Hozier's
4. Love me like you do, Ellie Goulding
5. See you again, Wiz Khalifa FT Charlie Puth
6. Hello, Adele
7. Lean on, Major Lazer FT MO & DJ Snake
8. Hold Back the River, James Bay
9. What Do You Mean, Justin Bieber
10. Sorry, Justin Bieber



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## The Impact

Emerging Adult-hood

“A Theory of Development From the Late Teens Through the Twenties”

Jeffrey Jensen Arnett  
University of Maryland College Park

May 2000 • American Psychologist

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## 5 Major Milestones

- Completing School
- Leaving Home
- Becoming Financially Independent
- Marriage
- Having Children

By ROBIN MARANTZ HENIG  
Published: August 18, 2010

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## Milestone Marker Achievement

1960	2000
77% of women reached all 5 by the age of 30	Less than 50% of women in their 30's had passed all 5 markers
65% of men reached all 5 by the age of 30	Only 30% of men in their 30's had passed all 5 markers

By ROBIN MARANTZ HENIG  
Published: August 18, 2010

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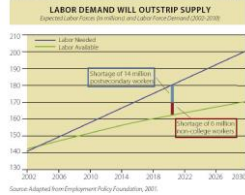
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## Gen Y and Numbers



### The U.S. Workforce Shortage



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## The 60,000 foot view

- Current labor force contains large amount of "Gen Y"
- Forecast for the labor force = Shortage of workers!

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## Recruit and Retain

Agencies will need to create a culture that attracts and retains.  
Generational differences exist and it is a two way street.  
Need to understand Gen Y and create appropriate HR strategies.

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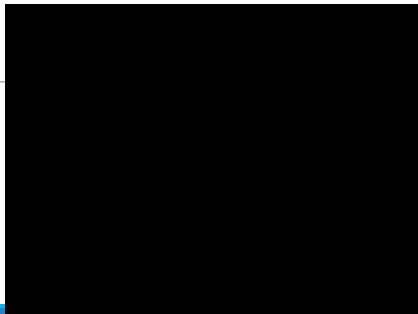
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## Recruit and Retain Strategies

- Engagement ---Talent training, employment brand & work culture
- Connection---Tied to the people, purpose and mission
- Development---The framework, internal expertise, emerging leaders

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## Open Minds: Four Ways to Retain and Grow Millennial Employees

1. Express the Organization's Mission Early and Often
2. Offer More Than Just A Salary
3. Provide Mentors
4. Don't Focus Exclusively on Younger Staff

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## Organization Strategies

Show the outcome first and work backwards  
 Relationship with Technology  
 Stronger teams are from diverse generation representation that integrate differences rather than differentiate

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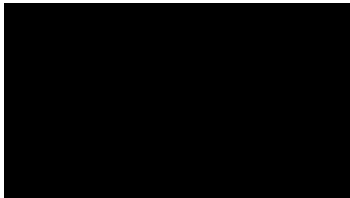
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Simon Sinek "How to get people to follow you"



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