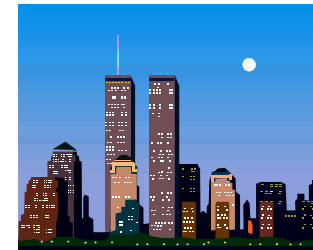
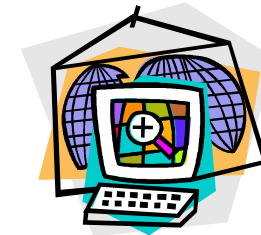


Leadership—Facing the Challenge of Diversity and Generational Differences



Generational Differences

- Traditionalists: Born 1920-1942
- Baby Boomers: Born 1942-1960
- Gen Xers: Born 1960-1980
- Millennials: Born 1980-2005



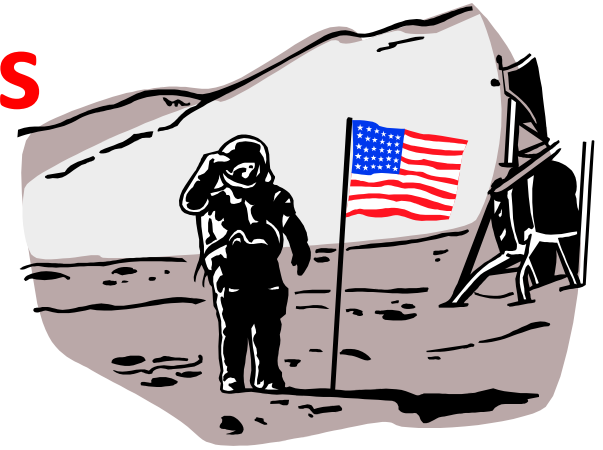
Traditionalists

- Values and Characteristics
 - Privacy
 - Hard work
 - Family is traditional, nuclear
 - Formality
 - Respect authority
 - Formal memo
 - Believe in law and order
 - Rotary phone
 - Material possessions
 - Education is a dream



Baby Boomers

- Values and Characteristics
 - Competition
 - Change
 - Workoholics
 - Family is disintegrating
 - Personal gratification
 - Teamwork
 - In person communication
 - Involvement
 - Live to work
 - Touch tone phone
 - Independence
 - Education is a birthright



Gen Xers

- Values and Characteristics
 - Entrepreneurial spirit
 - Global thinking
 - Family: latch key kids
 - Self reliance
 - Informality
 - Creativity
 - Feedback
 - Work to live
 - Direct, immediate communication
 - Cell phones
 - Education is a way to get there



Millennials

- Values and Characteristics
 - Autonomy
 - Confidence
 - Positive outlook
 - Diversity
 - Technology
 - Merged families
 - Picture phones
 - Work to live
 - Multi-tasking
 - Email, voice mail to communicate
 - Education is an incredible expense



Let's Look More at...



- Gen Xers & Millennials
 - GXer's raised with a "hands-off" parenting style; took care of themselves at a younger age. M's raised with an "attachment" parenting style; kids encouraged to work closely with adults
 - GXer's came of age knowing they were on their own; M's have grown up expecting to be sheltered by adults and institutions.
 - Both like to contribute to social and ethical causes

Let's Look More at...



- Gen Xers & Millennials
 - Both like to work with state of the art technology but for different reasons
 - Gxers value its capacity to empower them as individuals and to create streamlined efficiency
 - M's are team oriented and value the way technology can help them stay constantly connected and collaborate to accomplish more
 - Both do not believe an organization needs a “mission” to be worth working for; a more pragmatic, outcomes-oriented message typically works better for these groups.

Activity



- Using the information about the generational differences, discuss:
 - How have you or your Chapter addressed the issue of generational differences?
 - How could you or your Chapter use the information about generational differences?
 - How can we plant the seeds to change the way we approach potential members who are Gen Xers or Millennials?

End with a Chuckle!

ONE THING WRONG WITH
THE YOUNGER GENERATION,
WE DON'T BELONG TO
IT ANYMORE



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