

## Generational Job Aid

	<b>World War II 1925-1945 52 million</b>	<b>Baby Boomer 1946-1964 80 million</b>	<b>Generation X 1965-1981 46 million</b>	<b>Millennial 1982-2000 76 million</b>
<b>Work-Life Balance</b>	Gives all to the company because the company rewards loyalty.  Wants support as they shift balance during retirement.	<i>Works to prove self and get ahead financially.</i>  <i>Wants to balance everyone else and find self meaning.</i>	Protects home life by working hard, then going home.  Wants balance now, not when they retire.	<i>Believes company should view them as customers in demand.</i>  <i>Wants flexibility to balance all activities.</i>
<b>Leadership Styles and How to Get Respect</b>	Chain of command. Respect given automatically.	<i>Consensus builders. Respect earned over time.</i>	Self-command, independent. Respect given to competent individuals.	<i>No command, instead collaborate. Respect based on feeling valued/heard and competence.</i>
<b>Team and Coworkers =</b>	Part of the chain	<i>Competition</i>	Independent partners	<i>Essential key to team</i>
<b>Feedback</b>	Indicates they did something wrong, no news is good news.	<i>Wants occasional, written and documented feedback.</i>	Wants immediate and ongoing (often face-to-face).	<i>Looks for instantaneous and at the push of a button.</i>
<b>Motivators</b>	Sense of duty, right thing to do, practical, real-world information.	Challenge and competition, money, prestige (titles), reputation.	Time off, feedback and affirmation, independence, self-control, flexible work options.	Co-workers, friendships at work, a company with a conscience, Flexibility in work options, skill building, immediate career paths, praise
<b>Why We Work</b>	Duty, it's how I provide for my family.	<i>Self-fulfillment, I want to make a difference.</i>	To pay the bills, this is a job, not a life.	<i>To grow my skill set and help others.</i>
<b>How We View Our Career</b>	One job.	<i>A couple of jobs, but all changes made with purpose.</i>	Several jobs, some as long as 4 – 5 years.	<i>Many jobs, all used to further and explore who I am.</i>
<b>Job Search Style</b>	Why would I look for a new job?	<i>Why would I tell anyone I was looking for a job?</i>	Why would anyone care if I was looking for a new job?	<i>Why wouldn't I be looking for a new job?</i>

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	<b>World War II</b>	<b>Baby Boomer</b>	<b>Generation X</b>	<b>Millennial</b>
<b>Resume Style</b>	A handshake.	<i>A list of accomplishments.</i>	A way to get an interview.	<i>An online formality.</i>
<b>Work Ethic</b>	Dedicated and loyal.	<i>Driven and committed.</i>	Balanced work and home life.	<i>Enthusiastic and prepared to jump.</i>
<b>Conflict</b>	I follow orders, no questions asked, so should you. Keep your conflict issues to yourself unless it involves me.	<i>I take on the issues I don't agree with, but I believe conflict is dealt with best by resolving it as a team.</i>	I call it like I see it, even if it's not popular. ~or~ I don't really care. This is my job. I'm here to do my job and go home.	<i>I don't feel safe with face-to-face conflict, especially when it comes to customer service.</i>
<b>Training and Education</b>	I believe in the school of hard knocks—learn it on your own, I did.	<i>Too much training means the employee will leave the company, but personally, I value education and training. Training should be earned.</i>	There's never enough training, more is better, in fact if you don't train me enough, I'll leave	<i>The only constant is change, so of course you'll train me often.</i>
<b>Their strengths as employees</b>	Consistent, loyal, hard working, historic company knowledge keepers.	<i>Driven, dedicated, competitive, team players, go above and beyond.</i>	Adaptable, techno-savvy, independent, not intimidated by authority, creative.	<i>Multi-talented, multi-taskers, respectful, collaborative, tech-experts, highly tolerant.</i>
<b>Their weaknesses as employees</b>	Dislike change, won't buck system, sees conflict as nonproductive, and withdraws.	<i>Big on ideas, process more important than outcome, sensitive to critique from younger workers.</i>	Impatient, not politically savvy in the corporate world, cynical, lack desire to schmooze at work.	<i>High, unrealistic expectations (starting at the top and earning big bucks), dislikes conflict, lack of experience.</i>
<b>Phrases that Click</b>	Your experience is respected here.  We value your knowledge and perseverance.	<i>Without your dedication, I'm not sure what we would have done.</i>  <i>You are important to our success! We need you!</i>	You can do it however you want.  We keep up on technology.  We're family friendly. Our work world is flexible.  How can we help you?	<i>You'll be working with other creative people.</i>  <i>We encourage community and volunteer activities.</i>  <i>You can make a difference here.</i>