

Generation Specific Motivators

Generation Diversity

- There are likely to be up to 4 Generations in your organization at present: Veterans, Baby Boomers, Gen X and Gen Y
- Each generation has its own distinct set of values, view of authority, orientation to the world, sense of loyalty, and expectations of leaders and the work environment.

Characteristics of the Generations

1. Veterans

- Born 1929 – 1949
- Grew up during wartime
- Tend to be disciplined, respect law and order, like consistency
- Past orientated and can be perceived to be absorbed by history

2. Baby Boomers

- Born 1950-1964
- By population the largest generation in history
- Open minded, rebellious in their youth, conservative in their 30's and 40's
- Optimistic, ambitious, loyal, believed employment was guaranteed
- Job Status and symbols important
- Espouse values of 'inclusive' leadership, but often do not have the required skills

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- Focus in workplace on process and output, not implications and outcomes

3. Generation X

- Born 1965 – 1979
- Often had both parents working, hence also known as 'latchkey kids'
- Generation X more resourceful, individualistic, self reliant and irreverent
- Focus in the workplace on relationships, outcomes, their rights and skills
- Not interested in long-term careers, corporate loyalty or status symbols
- Easy to recruit, hard to retain

4. Generation Y

- Also known as the Millennium Generation
- Born after 1980
- Similar values to Veterans – optimistic, confident, sociable, strong morals and sense of civic duty
- Comfortable with peers of differing ethnicity
- Women and men will expect greater workplace flexibility
- Think DIFFERENTLY to any other members of the workforce

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Veterans (1929-1949)	Boomers (1950-1964)
Formality rather than informality	Need to see steps toward defined

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	goals
Communication face-to-face and phone not email, Voicemail	State objectives and desired results expected of team
Explain logic of actions	Love pep talks
Traditional recognition e.g. plaques, photo's etc	Recognition with wide public profile e.g. company newsletter

Generation X (1965 – 1979)	Generation Y (1980 - now)
Tell them what needs to be done, but not how	Provide opportunities for continuous learning & building skills
Give multiple tasks, but allow them to set priorities	Know their goals & explain how they fit into the "big picture"
Ask for their reactions and opinions	Be more a coach, less of a boss
Informal recognition e.g. days off	Communicate informally, thro' email and hallway conversations
Effective leadership	Inspiring leadership
Regular honest feedback, and mentoring/coaching	A supportive environment which encourages new ideas, and gives constructive regular feedback
Managers who live up to 'espoused' values	An environment that respects skills, creativity and entrepreneurial flair
Opportunities to learn new skills	Access to the most up-to-date

Generation Specific Motivators

	technology, state of the art training
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Reference: Avril Henry. (April, 2004). AH Revelations Pty Ltd.

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