



**The Millennial Generation
in the Workforce**

Millennials...

- The Millennials are almost as large as the baby boom *-some say larger* - depending on how you measure them (approx. 81M).
- The Millennials are the children born between 1982 and 2002 (peaked in 1990), a cohort called by various names:



A Look at Each Generation ...

- About a 20-year span
- Has a unique set of values
- Reacts to the generation before them
- Looks at their generation as the standard of comparison
- Looks at the next generation skeptically “these kids today...”
- Those born on the “cusp” may have a blended set of characteristics
- They are either idealistic, reactive, civic or adaptive

The Veterans (aka the Silent Generation / the Greatest Generation) 1922–1943 (adaptive)

Core Values

Dedication

Hard Work

Conformity

Law and Order

Patience

Delayed Reward

Duty before

Pleasure

Adherence to

Rules

Honor

- Children of the Great Depression and WWII
- The overall goal was not to change the system, but to work within it.
- Economically successful
- Inventors of "the midlife crises" probably because they didn't get a chance to enjoy the freedoms of their youth.

The Veteran Generation Childhood ...

- Raised by the GI Generation (civic)
- Large families (3-5 children)
- Strong sense of extended family (same town or home)
- Grandparents in the home
- Average 10-year-old spent 4-6 hours daily with a significant adult role model
- Rural society
- Apprenticeship businesses and farming
- Perception of the world as “safe”

The Baby Boomers 1943–1964 (the largest generation, idealist)

Core Values

Optimism

Team

Orientation

Personal

Gratification

Health

Personal Growth

Youth

Work

Involvement

- Very idealistic - Protesters
- Generation gap occurred between them and their parents
- Captured phrases like “why be normal” and “question authority”
- Disliked authority figures
- Swore they would not raise their kids like they were raised
- As adults - work an average of 55 hours per week

The Baby Boomer Childhood ...

- Divorce reached a low in 1960 of 9%
- Families moved due to GI Bill, GI housing and industrialization
- First generation to live miles from extended family
- Family size smaller (2-3 children)
- Few grandparents in the home
- Moms stayed home
- Dads carpooled
- Children spent significant time with adult role models
- ***Perception of the world as “safe” *****

The Gen Xers 1965–1982

A Lost Generation... A Nomadic Generation...Half the Size of the Baby Boom (reactive)

Core Values

Dedication

Hard Work

Conformity

Law and Order

Patience

Delayed reward

Duty before

pleasure

Adherence to

rules

Honor

- Conscientious, extremely pragmatic, self-sufficient, focus on the bottom-line.
- Born and raised when children were at the bottom of our social priorities, Gen Xers learned that they could only count on one thing – themselves = "me" oriented.

The Gen X Childhood....

- Divorce reached an all-time high
- Single-parent families became the norm
- Latch-key kids were a major issue of the time
- Children not as valued – looked at as a hardship
- Families spread out (miles apart)
- Family size = 1.7 children (many only-children)
- Perception of the world as “unsafe”
- Average 10 year old spent 14 ½ minutes a day with a significant adult role model
- As Parents, “we need to do this better”

The Millennials - 1982 and 2002 (peaked in 1990)

Core Values

Civic Duty

Diversity

High Morals

Tolerance

Self Confident

Social

Achievement

Competitive

Personal

Attention

Now

- Civic-minded, much like the previous GI Generation.
- They are collectively optimistic, have lower rates of violent crime, teen pregnancy, smoking and alcohol use than ever before.
- Believe that they have the potential to be great.
- Building a new definition of citizenship.

The Millennial Childhood...

- The most monumental financial boom in history.
- Steady income growth through the 1990's.
- Still great disparity between races.
- Saw their parents lose all their stocks and mutual funds (college funds) during the early 2000's.
- Smaller families: Only children will comprise about 10% of the population.
- More parental education: 1 in 4 has at least one parent with a college degree.
- Kids born in the late '90s are the first in American history whose mothers are better educated than their fathers by a small margin.

Boomers Becoming Parents of Millennials

- Boomers were the first generation to be thrown out in to an unsafe world ** as adolescents.
- The 60's and 70's were very scary; many felt unprepared for it.
- Were naïve and didn't have enough tools in our tool box to deal with it.
- Strict discipline was the order of the day for boomers.

Baby Boomers as Parents

- Boomers rebelled against the parenting practices of their parents.
- They made conscious decisions not to say “because I told you so” or “because I’m the parent and you’re the child.”
- Boomers became more “friendly” with their children. They wanted to have open lines of communication and a relationship with them.
- Well-educated, over-involved adults who participate in “deliberate parenting.” They have outcomes in mind.

Baby Boomers as Parents

- They explained things to their children, (actions, consequences, options, etc.) – they wanted them to learn to make informed decisions.
- They allowed their children to have input into family decisions, educational options and discipline issues.
- We told them “just because it is on television doesn’t mean it’s true” or “you can’t believe everything you read.”
- Question authority.

As a Result, Millennials...

- Work best in collaborative groups
- Question the “truth”, ask lots of questions
- Are master negotiators, capable of rational thought and decision-making skills at young ages.
- Will negotiate with anyone including their parents, supervisors, managers etc.
- Some call this “disrespectful.”

Focus on Self-esteem...

- This generation was the center of the “self-esteem” movement.
- 9,068 books were written about self-esteem and children during the 80s and 90s (there were 485 in the 70s).
- Parents protected them from the harsh, cruel.... But realistic world “out there”
- Yet they can’t escape the angst of adolescence – they still feel disconnected, question their existence, purpose and the meaning of life. They want to feel valued and cared about.

Technology & Millennials ...

- Have been plugged in since they were babies.
- Grew up with educational software and computer games.
- They think technology should be free.
- They want and expect services 24/7.
- They do not live in an 8–5 world.
- They function in an international world.

What Can Organizations Do...

- For every employee, not just Millennials
- To create a better place to work
- To leverage your talent for the good of your business
- To enjoy your work world better

What Can Organizations Do...

- Provide leadership and guidance.
- Teach them stuff, even if they think they know it
- Give Specific Feedback, directly from you
- Help them understand the culture and the history
- Clarify long timelines. Teach patience.
- Stop existing in an 8-5 world
- Actively engage them; use their expertise
- Be clear and direct
- Set defined expectations
- Be Consistent
- Create Community
- NO CELL PHONES (you need to model this for them)

Simon Sinek

Watch this video:

<https://youtu.be/As8XkJNaHbs>

- author, marketing consultant and motivational speaker
- His talk *How Great Leaders Inspire Action* is listed as the third most popular [TED](#) presentation of all time.
- His books included
 - [*Start with Why: How Great Leaders Inspire Everyone to Take Action*](#)
 - [*Leaders Eat Last: Why Some Teams Pull Together and Others Don't*](#)
 - [*Together Is Better: A Little Book of Inspiration*](#)
 - [*Find Your Why: A Practical Guide for Discovering Purpose for You and Your Team*](#)

Presentation courtesy of:
Sussex Area Chamber of Commerce
Tri-S Consulting