

# Navigating the Wealth of Opportunity That a Multigenerational Workforce Offers

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Karen Mitchell, MBA, Director of Special Projects, Temple University

Ashley Smith, Manager, Federal Contracts for Academic Units, Georgia Institute of Technology

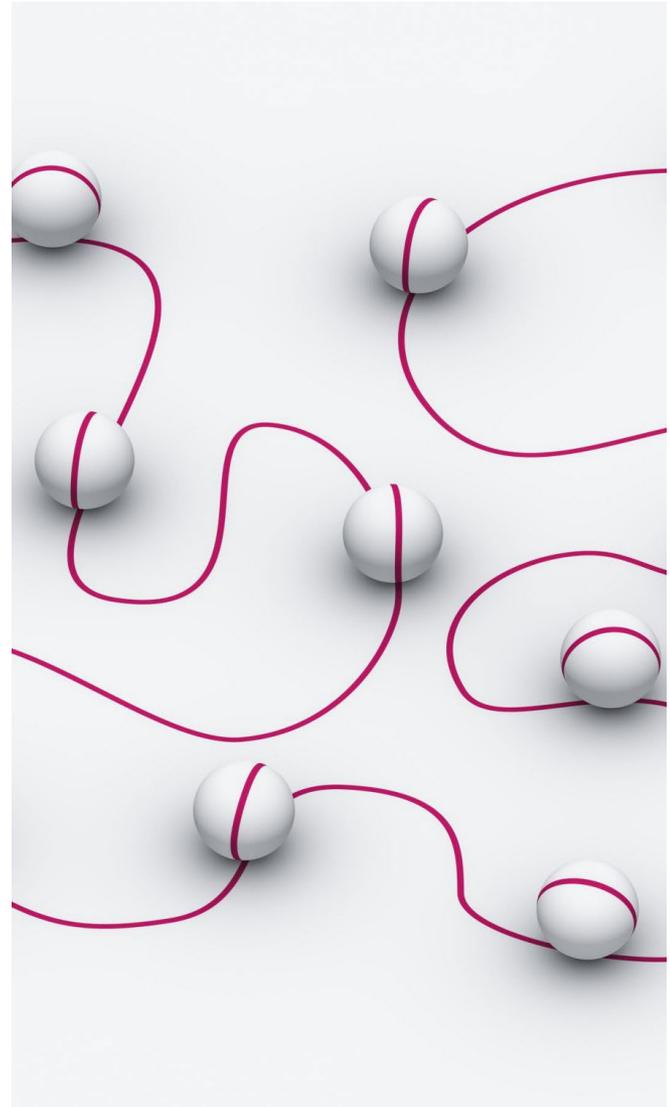
Lyset Castillo, Research Operations Analyst, City of Hope

Rashonda Harris, MBA, CRA, Adjunct Professor, Johns Hopkins University

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## Objective

- To foster understanding and respect by appreciating diverse generational perspectives and implementing strategies that leverage these differences to drive innovation and organizational success.



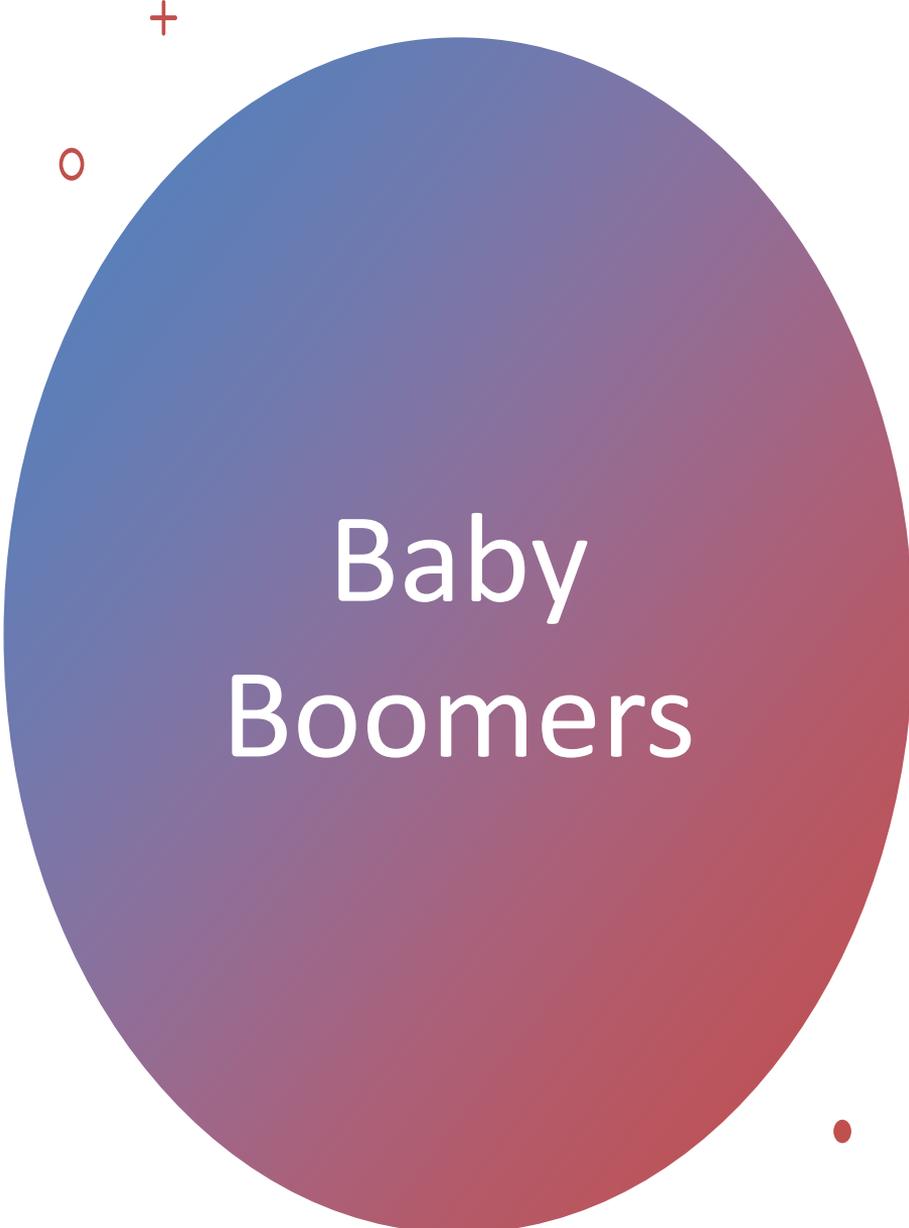
Definition  
and  
overview of  
the four key  
generations  
in the  
workforce:

Baby Boomers

Generation X

Millennials

Generation Z



# Baby Boomers

- Persons born in the years following World War II, when there was a temporary marked increase in the birth rate.
  - “Also seen as the “flower generation” - agents of social change for women and minorities.”

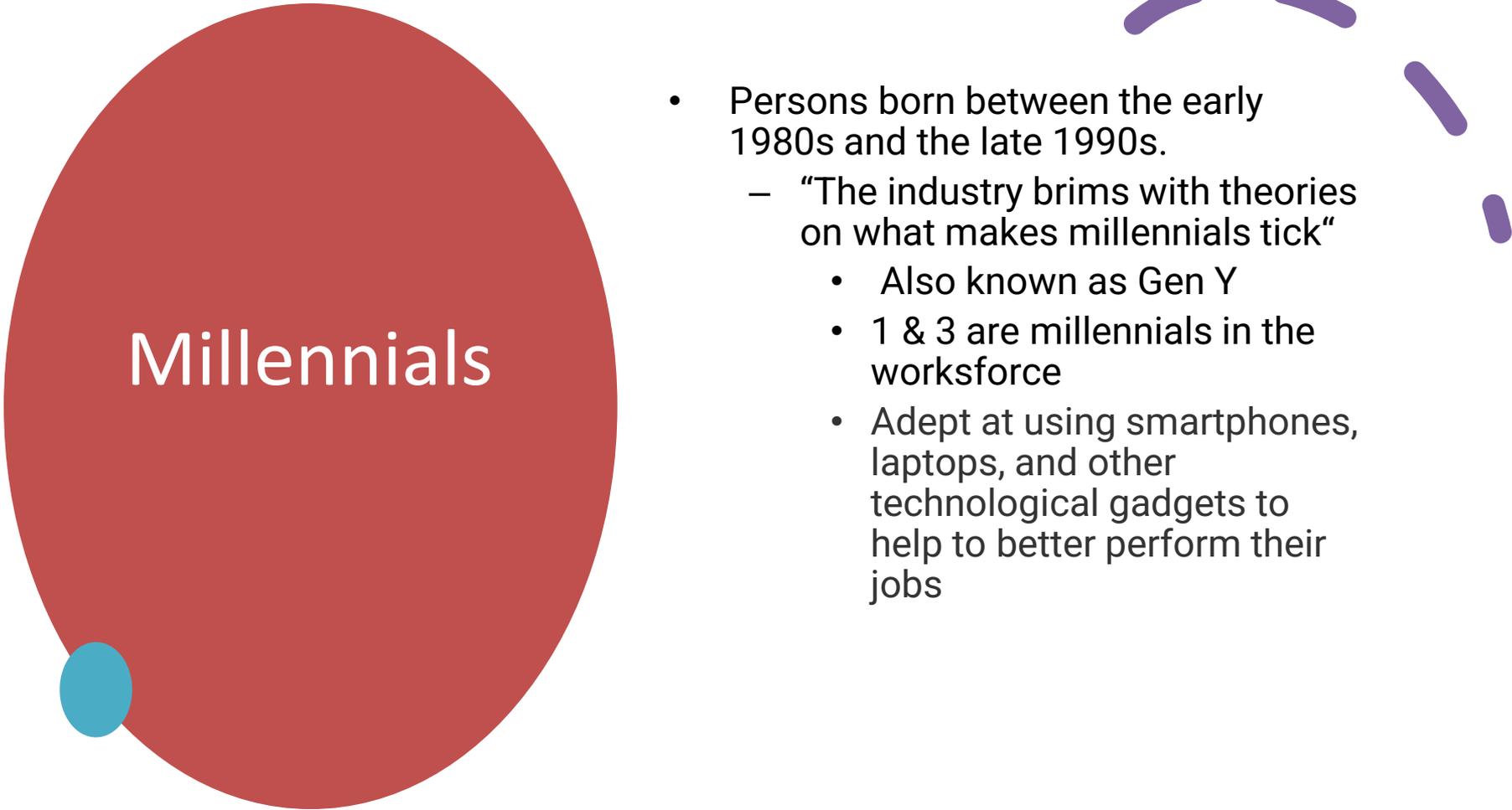
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# Generation X

- The generation born after that of the Baby Boomers (roughly from the early 1960s to late 1970s), typically perceived to be resourceful and self-reliant.
  - Latchkey kids
  - "Generation X took a relaxed approach, concentrating on quality of life"
  - Parents were divorced



# Millennials

- Persons born between the early 1980s and the late 1990s.
  - “The industry brims with theories on what makes millennials tick”
    - Also known as Gen Y
    - 1 & 3 are millennials in the workforce
    - Adept at using smartphones, laptops, and other technological gadgets to help to better perform their jobs



# Generation Z

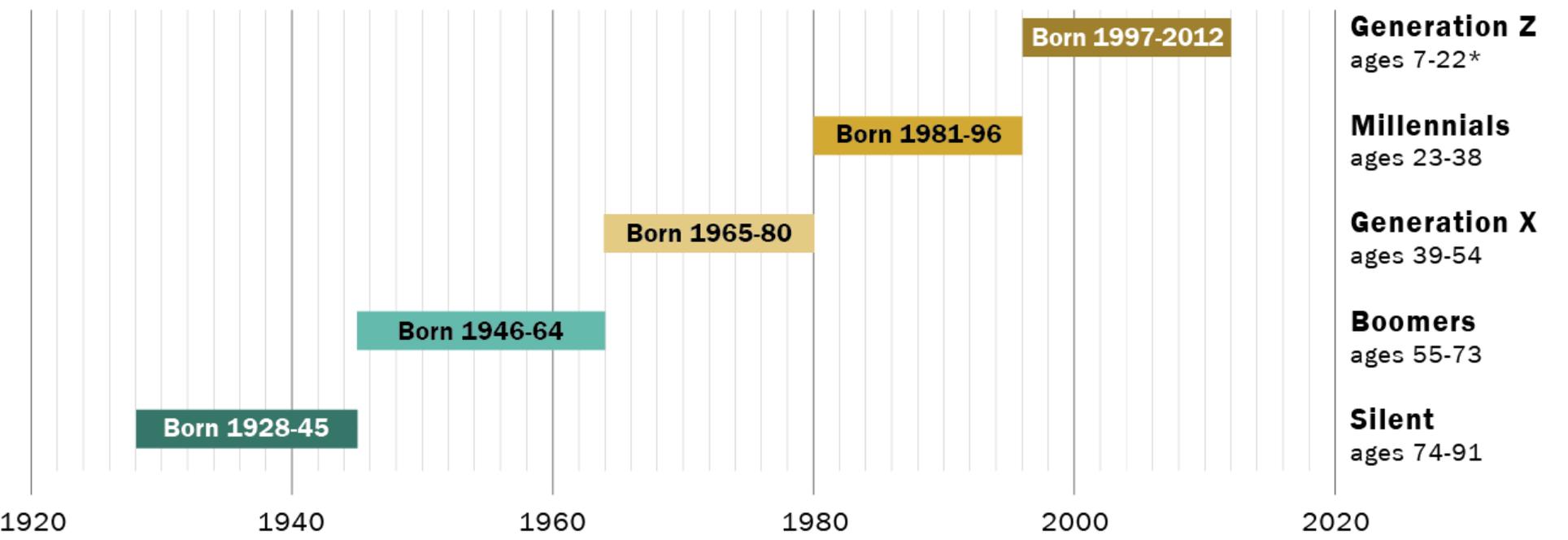
- Generation Z comprises people born between 1997 and 2012.
  - This generation's identity has been shaped by the digital age, climate anxiety, a shifting financial landscape, and COVID-19
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# Who is Gen Z

- The first generation to grow up with the internet as a part of daily life
- Gen Zers are known for working, shopping, dating, and making friends online

# The generations defined

GENERATION AGE  
IN 2019



\*No chronological endpoint has been set for this group. For this analysis, Generation Z is defined as those ages 7 to 22 in 2019.

# Challenges of a Multigenerational Workforce



Common  
misconceptions  
and potential  
areas of conflict

## Baby Boomers

- Conservative, Rude, Racist, arrogant

## Gen X

- Lost Generation, frustrated with Boomers, feel like they're ignored

Common  
misconceptions  
and potential  
areas of conflict

## Millennials

- Obsessed with Food, Lazy, Liberal, Think they are important, Rude

## Gen Z

- The children of Gen X, no love for millennials, youngest in the workforce, most diverse

## Challenges of a Multigenerational Workforce

Real-life examples or case studies

One year ago on November 1, tens of thousands of Google workers spilled out of their offices around the world, protesting sexual harassment, misconduct and a lack of transparency at one of the most powerful tech companies in the world.

# Stress the Positive

- Baby Boomers were influenced by the civil rights, feminist, and counterculture movements of the 1960s.
- Generation X are adaptable, independent, and valuing work-life balance
- Millennials are web-savvy, curious, independent, and tolerant.
- Gen Zer's are self-drivers, deeply care about others, strive for a diverse community, and are highly collaborative.

# Strategies for Bridging the Generational Gap

Don't focus on  
generational  
differences

- Practice a willingness to learn
- Practice a willingness to teach

Techniques for  
managing  
multigenerational  
teams

- Get to know your team
- Realize individual differences



# Implementing Change and Measuring Success

- Steps to integrate strategies into organizational policies
  - Unblock Communication – Continually invite members of your team to speak up
  - Become Responsive
    - Take action
  - Encourage Constructive Conflict
    - Continually work on the issue
  - Foster mentorship programs
    - members can learn from each other's strengths
- Tools and metrics to assess impact
  - Employee Retention
  - Use employee satisfaction surveys to measure the effectiveness of communication strategies



## Appreciating Differences

- Interactive activity:  
Share experiences  
and observations
- Benefits of diverse  
perspectives

# References

- *Defining Generations: Where Millennials End And Generation Z Begins*. Pew Research Center, January 17, 2019.
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[8 Characteristics Of Millennials That Support Sustainable Development Goals \(SDGs\) \(forbes.com\)](https://www.forbes.com/2019/06/19/millennials-sustainable-development-goals-sdgs/)

# Q&A and Discussion

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