



The Misunderstood Generation:

Who is That, Exactly?

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Workshop Overview/Objectives

At the conclusion of this session:

- Be familiar with the history behind generational naming
- Define the generations
- Describe the differences and commonalities between the generations
- Leverage the benefits of each generation
- How to better manage/communicate in the workplace



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What is a Generation?

“All of the people born and living at about the same time, regarded collectively. It can also be described as, “the average period, generally considered to be about 30 years, during which children are born and grow up, become adults, and begin to have children.”

In social science it means "people within a delineated population who experience the same significant events within a given period of time."

Generations in this sense of birth cohort, also known as "social generations", are widely used in popular culture, and have been the basis for sociological analysis.

Today, the concept of generations can't just be based on age category. It is influenced more by the new behaviors and practices observed within the same group, in relation to modern changes.

It is a groups attitude, motivations, and experienced historic events.

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Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.

George Orwell, British Author, June 25, 1903 - January 21, 1950

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Which Generation Am I?

A Personality Quiz

- Complete the front page of the personality quiz.
- Score your answers –
- Enter your answers, A,B,C,D in the first column
- Enter the assigned point value in the second column and add them to get your grand total

10-25 = Traditionalist
 25-30 = Baby Boomer
 31-35 = Gen X
 36-40 = Gen Y (Millennials)

		Point Value By Letter					
		Selection (A, B, C, D)	Point Value	A	B	C	D
Quiz Question	1.			1	2	3	4
	2.			3	4	2	1
	3.			1	3	2	1
	4.			2	3	4	1
	5.			1	3	4	2
	6.			2	1	3	4
	7.			4	2	1	3
	8.			1	3	4	2
	9.			3	2	4	1
	10.			2	3	4	1
GRAND TOTAL (Add Questions 1–10)							



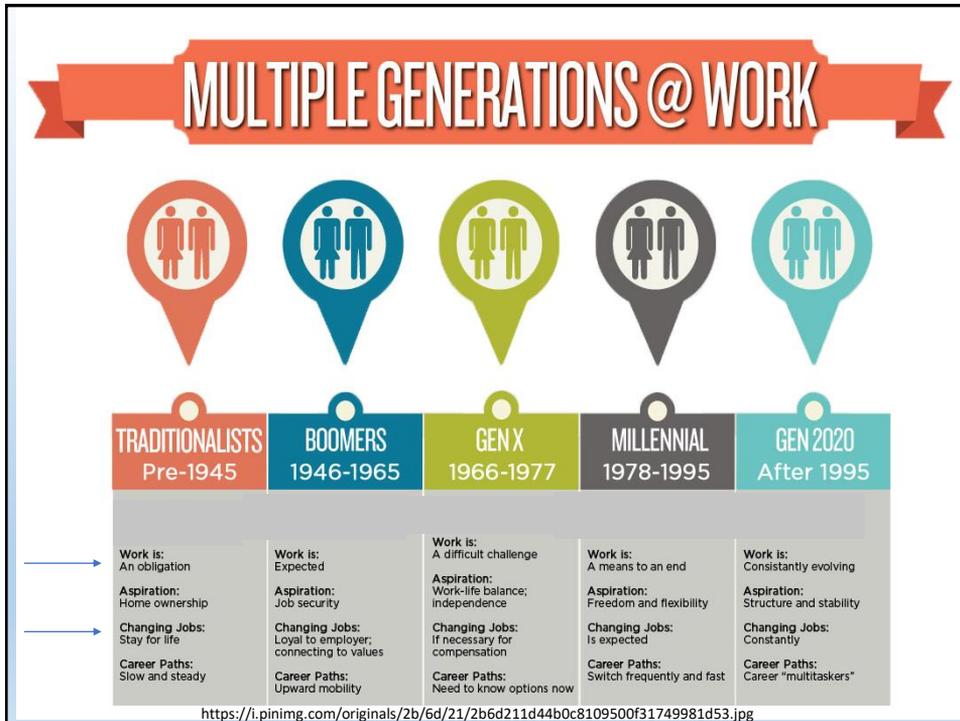
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Five Generations Working Side by Side in 2020

 TRADITIONALISTS Born 1900-1945 Great Depression World War II Disciplined Workplace Loyalty Move to the 'Burbs' Vaccines	 BOOMERS Born 1946-1964 Vietnam, Moon Landing Civil/Women's Rights Experimental Innovators Hard Working Personal Computer	 GEN X Born 1965-1976 Fall of Berlin Wall Gulf War Independent Free Agents Internet, MTV, AIDS Mobile Phone	 MILLENNIAL Born 1977-1997 9/11 Attacks Community Service Immediacy Confident, Diversity Social Everything Google, Facebook	 GEN 2020 After 1997 Age 15 and Younger Optimistic High Expectations Apps Social Games Tablet Devices
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<https://workplacehiddenopportunities.com/2-10-ecosystem-participants/workplace-ecosystems/>

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15 Events that Shaped Baby Boomers

- McCarthy hearings begin
- Rosa Parks refuses to move to the back of the bus
- First nuclear power plant
- Kennedy elected President
- 1962 Cuban Missile Crisis
- Martin Luther King Jr. leads march on Washington DC
- President John Kennedy assassinated
- Civil Rights Act of 1964 passed
- United States sends ground troops to Vietnam
- National Organization for Women founded
- American Indian Movement Founded
- Martin Luther King Jr. assassinated
- Robert Kennedy assassinated
- First moon landing
- Kent State University Shootings

<https://managementisajourney.com/fascinating-numbers-15-influential-events-that-shaped-baby-boomers/>

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15 Events that Shaped Generation X

- Fall of the Berlin Wall
- Challenger disaster
- Energy crisis
- Jonestown mass suicide
- Rise of the personal computer
- Watergate scandal
- Lockerbie flight bombing
- Three Mile Island meltdown
- Corporate layoffs
- Rodney King beating
- Iranian hostage crisis
- Stock market decline
- Exxon Valdez oil tanker spill
- Operation Desert Storm
- Terrorism at the Munich Olympics
- End of Cold War

<https://managementisajourney.com/fascinating-numbers-15-influential-events-that-shaped-baby-boomers/>

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15 Events that Shaped Generation Y

- Computers and technology
- Girl's movement
- TV talk shows
- Oklahoma City bombing
- Increased parental emphasis on child rearing
- School yard violence (Columbine, etc.)
- Diversity
- Busy planned lives
- Extended family relationships
- Early exposure to serious adult issues
- Environmental impact awareness
- Rise of social media (MySpace, Friendster, Facebook)
- Google founded as a search engine
- Video games
- Desert Storm

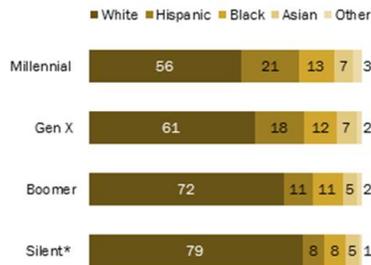
<https://managementisajourney.com/fascinating-numbers-15-influential-events-that-shaped-baby-boomers/>

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Events Shaping Generation Z

- Have never experienced world free of global war or terror
- Experienced firsthand the Great Recession and its aftermath
- Online privacy issues
- Cyberbullying
- Are Technology reliant
- Globalization
- Diversity →
- Millennials on steroids!
- Me Too movement
- Russian interference in elections
- Mass shootings
- TBD.....

% of each generation who are ...



<https://managementisajourney.com/fascinating-numbers-15-influential-events-that-shaped-baby-boomers/>

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'Cuspers' or Micro Generations

1954 **1958** 1965

Generation Jones

Trans-Atlantic Jets
DARPA (Internet)
I.C. microchip
Credit Cards
FAA • NASA
Aerospace
Recession
AARP • DNA
Inst. noodles
End Baby Boom
N.D. (Peace sign)..... 2-21

Michael Jackson
Ellen DeGeneres
Sharon Stone
Kevin Bacon
Madonna
Tim Robbins
Holly Hunter
Alec Baldwin
Prince • Ice T
Jamie Lee Curtis
Andie MacDowell

Gen Y.1 and Gen Y.2

<https://www.kasasa.com/articles/generations/gen-x-gen-y-gen-z>

8 SIGNS YOU MIGHT BE A XENNIAL

Born between 1977 and 1985? Not really a part of Generation X and not feeling quite like a Millennial, you may just be part of the Xennial micro-generation.

1 PLAYED OREGON TRAIL

You'd get to school early so you could sit in the library and play a game of Oregon Trail. You'd always get roped out by librarians and couldn't get enough of the game.

2 USED DIAL UP INTERNET

Was your mom always calling at you to get off the internet so she could make a phone call? Or did you remember connecting your phone line actually dialing up and connecting to the world wide web seemed like something magical, exciting like a ritual?

3 GREW UP WITHOUT SOCIAL MEDIA

Though you're on all the social networks now, you certainly didn't grow up there, and still remember connecting over the internet prior. Without Facebook, Twitter, or Instagram, there was no way to tell what your friends were up to without talking to them.

4 REMEMBER AOL

After playing other games over with friends you'd get without adding funny voices or numbers you spent a lot of time in chat rooms and using your Great Game to type emails formatted like Xennials letters.

5 MADE MIX TAPES

Instead of spending money on albums, you created mix tapes by recording songs off the radio. If you made a mixtape, you'd get a piece of your own music that you could listen to in your car, on a walk, or at a friend's house.

6 DIDN'T OWN A CELL PHONE

Growing up when you needed to talk to a friend, you had to call their number and sit there until you could speak with them. When you were finally on your cell, and got a text phone, you spent a lot of time playing the Snake or Brick-a game.

7 USED A DISCMAN

Graduating from a Walkman to a Discman, no one could listen to your CD's on the bus like a cassette. You could be driving to school or to work and you wouldn't bump the device causing the CD to skip.

8 LOVED NEW KIDS ON THE BLOCK

You might love your friends who like the new Spice or heartbreak bands, and spend a lot of time searching for new music from their labels. And, you'd at least one poster of the boy band in your bedroom.

<https://theadvocate.com/for-you-a-xennial/>

<https://youtu.be/gcNaR6FRu00>

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Talkin' 'bout my Generation!

- [1965](#) Traditionalists/Boomers
- [1967](#) Boomers/Gen X
- [1970](#) Boomers/Gen X
- [1989](#) Gen X/Gen Y
- [2000](#) Gen Y/Gen Z
- [2015](#) (2013-2025 Gen Alpha)

- [Who](#) (premiered 10/6/2000) Gen Z

- [Generations Overview](#)

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They do *What?*

Remain at your tables.

You will be assigned a generation; answer the following:

1. What does the other generation bring to the workplace?
2. What characteristics do you like about that generation?
3. What drives you crazy about that generation?

- Traditionalists—born before 1946
- Baby Boomers—born between 1946 and 1964 (1954-65 Gen Jones)
- Generation X—born between 1965 and 1979 (1977-85 Xennial)
- Generation Y, or Millennials—born between 1980 and 1997
- Generation Z—born after 1997

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BABY BOOMERS | 1946-1964

Targeting Tip
Target their life stage, not age.
TRUST BRANDS WITH HISTORY AND HERITAGE.
THEY SEARCH FOR INFORMATION THROUGH THE MAIL, EMAIL AND TV.

Communications Strategy
DIRECT MAIL
COUPONS
PRINT ADS
NEWSPAPER

Did You Know?
Boomers are more interested in print ads versus other generations.¹

GENERATION X | 1965-1981

Targeting Tip
DO NOT LIKE AGGRESSIVE SALES TACTICS.
Huge savers.
TEND TO BE MORE CONSERVATIVE THAN BOOMERS.

Communications Strategy
DIRECT MAIL
CATALOGS
NEWSPAPERS
COUPONS

Did You Know?
Considered the "middle child" of the generations and generally overlooked by brands and marketers, this generation started off in an analog world.

MILLENNIALS | 1982-2000

Targeting Tip
Like recommendations from friends and reviews.
PREFER EDUCATIONAL, TARGETED CONTENT STRATEGICALLY DISTRIBUTED ACROSS SOCIAL CHANNELS.
PREFER REAL PEOPLE IN IMAGES. USE PRINT COLLATERAL TO DRIVE TRAFFIC TO ONLINE AND SOCIAL CHANNELS.

Did You Know?
Once millennials buy a product, they become a potential spokesperson for that company or brand.

Communications Strategy
SOCIAL MEDIA INCENTIVES
REWARDS/LOYALTY PROG.
DIRECT MAIL

GENERATION Z | 2001-PRESENT

Targeting Tip
DISTRUST BIG BRANDS.
DRAWN TO BRANDS THAT ARE TECHNOLOGICALLY MINDED, PURPOSEFUL AND COOL.
Prefer marketing from real people. Influencer strategies do well with this market.

Communications Strategy
AUGMENTED REALITY AND VIDEO PAIRED WITH PRINT OPTIONS.

Did You Know?
Gen Z has highly evolved "eight-second filters" and has adapted to quickly sorting through and assessing enormous amount of information.²

Citations: (1) Marketing Research Chart: How millennials and baby boomers want to receive marketing messages on the go, Marketing Sherpa, 2016. (2) What is Generation Z, And What Does It Want?, Fast Company, 2015

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As an Organization or Manager, Consider:

Approaching the different generations

Generation	Targeted Message	Communication Channels
Silent	Stability, benefits	Professional networking, referrals
Boomer	Stability, conventional benefits, salary	Professional networking, referrals, niche job boards
Gen X	Career advancement/development opportunities (progression to seniority), focus on the organization, pay for performance, work-life balance	Professional networking, niche job boards, transparent social media campaigns (eg LinkedIn)
Gen Y - Millennials	Unique benefits, focus on skill development, team collaboration, fun environment, flexibility	Interactive social media campaigns (eg Facebook/Twitter), smartphone applications connected to social media sites and career websites, use of gaming technology
Gen Z	Meaningful work, ability to make an impact quickly - 'progression against my plan'	Campus/career fairs, interactive social media campaigns, smartphone applications connected to social media sites and career websites, use of gaming technology

engage 2016

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Communicating with your Fellow Co-Workers & Staff

- ❖ Personalize your approach - Do NOT stereotype
- ❖ Understand and value differences
- ❖ Always ask if unsure, do not ASSUME
- ❖ Be patient, be willing to teach but be willing to be taught
- ❖ Understand that no one wants to hear “*but this is how we have always done it.*” There is more than one way to get to the same, successful outcome
- ❖ Follow up
- ❖ Offer to share information or explain processes
- ❖ Alter your communication style/s

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Effectively Working with your Staff

- Develop strategies to promote cross-generational leadership
- Review and update your compensation and benefits based on the employee needs
- Increase your communication strategies
- Promote mentorships – vary the way you approach mentoring
- Remain open to new ideas, from ALL generations
- Create teams that represent everyone
- Provide opportunities to develop communication skills; take lead on phone calls or zoom, lead meetings, present at conference
- Foster and develop a positive workplace culture so all employees feel like a valued member of your team

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How to Become the #BestBossEver

- Provide structure/clear expectations
- Ask questions, repeat – clarify - invite input
- Learn to care for all employees – honest conversations about work and life, respect boundaries (i.e. FB friends, etc.)
- Individualize your approach with all employees
- Give employees feedback
- Challenge your employee to do more
- Provide leadership and guidance
- Allow employees' occasional reasonable requests for workplace flexibility
- Food



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- Comparisons are not helpful
- Other generations are not wrong, just different, and we can all grow and learn from each other!



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The greatest discovery of my generation is that a human being can alter his life by altering his attitudes.

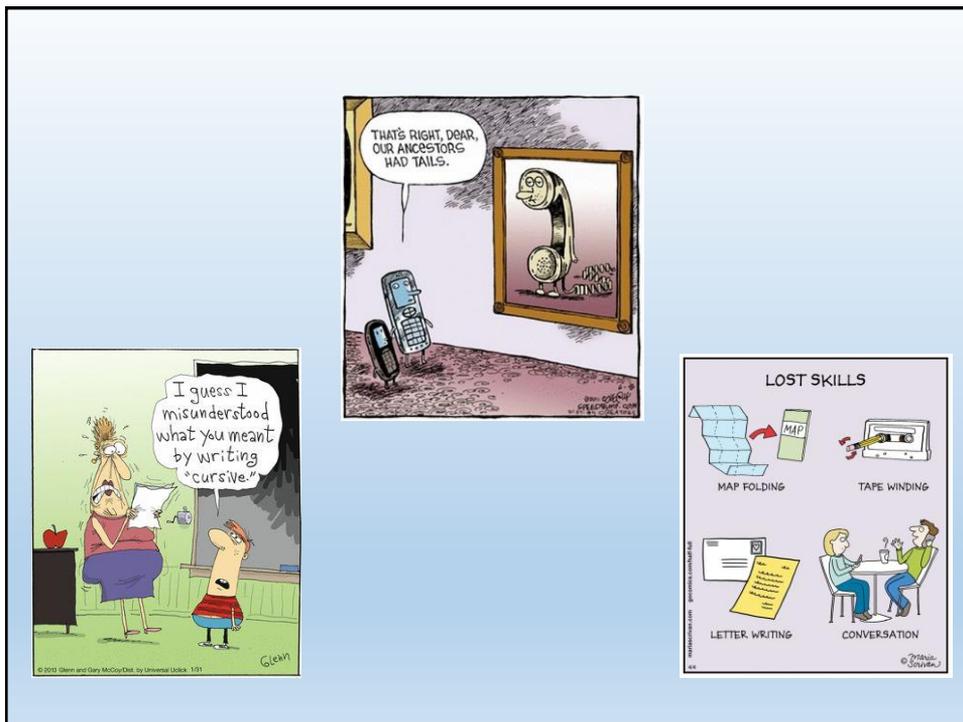
William James, American Philosopher, January 11, 1842 - August 26, 1910

Do not treat each other as a generation but as an individual! When returning to your workplace, put together intergenerational teams to identify new learning opportunities. Remember, "this is how we have always done it" is not the way you should always do it!

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<https://www.brainyquote.com/topics/generation>

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QUESTIONS OR COMMENTS?



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<https://york.psu.edu/adult-learners>