Harnessing the Power of a Multi-Generational Workplace

Presented to Executive Women in HealthCare
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Course Structure

- Developing Personal Leadership and Emotional Intelligence
- Excelling at Negotiation and Influence
- Influencing Decisions with the Stories Behind the Data
- Building Resilience to Lead Change
- Successfully Implementing Executive Decisions
Resident population in the United States in 2017, by generation (in millions)

- The Greatest Generation (born before 1928): 2.57 million
- The Silent Generation (born 1928-1945): 25.68 million
- The Baby Boomer Generation (born 1946-1964): 73.47 million
- Generation X (born 1965-1980): 65.71 million
- The Millennial Generation (born 1981-1996): 71.86 million
- Generation Z (born 1997 and later): 86.43 million

Source
US Census Bureau
© Statista 2018

Additional Information:
United States; US Census Bureau; As of July 1, 2017
Millennials became the largest generation in the labor force in 2016

U.S. labor force, in millions

Note: Labor force includes those ages 16 and older who are working or looking for work. Annual averages shown.

PEW RESEARCH CENTER
The Generations

• Traditionalists (1920-1945)
• Baby Boomers (1946-1964)
• Generation X (1965-1980)
• Millennials (1981-1995)
• Generation Z (1996-??)
What’s Your Generation?

<table>
<thead>
<tr>
<th>Generation</th>
<th>#/% of group</th>
<th>Born…</th>
</tr>
</thead>
<tbody>
<tr>
<td>Traditionalists</td>
<td>-</td>
<td>1900-1945</td>
</tr>
<tr>
<td>Baby Boomers</td>
<td>-</td>
<td>1946-1964</td>
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<tr>
<td>Generation X</td>
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<td>1965-1980</td>
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<tr>
<td>Generation Z</td>
<td>-</td>
<td>1997-?</td>
</tr>
</tbody>
</table>
Does our generation matter?

LET’S TAKE A QUIZ TO FIND OUT
Name these items and what they were used for:
Please define the following text language:

- TTYL
- SMH
- IMO/IMHO
- OMW
- ICYMI
- POS
- PAW
Name this toy:
ACTIVITY: MY GENERATION

What does your generation bring to the workplace?
Why Does a Generation Have a Personality?

• Stages of value development
  - Imprinting (1-7)
  - Modeling (7-13)
  - Socialization (14-20)

• Defining moments
  - Events that capture the attention and emotions of thousands, if not millions, of individuals at a formative stage in their lives
  - Shape collective world view
  - World view = reality
Traditionalists: Born 1920-1945

- Dust Bowl
- World War 2
- Great Depression
- Public Enemy #1
  John Dillinger
Baby Boomers: Born 1946-1964

TV...and stuff

MLK

Women’s Work

Elvis

WORLD’S HIGHEST STANDARD OF LIVING

There’s no way like the American Way

Beatles

JFK
Generation Xers: Born 1965-1980

- Vietnam
- Olympics
- Three Mile Island
- Iran Hostages
- Sandra Day O’Connor
- Energy Crisis
- Beatles
- Energy Crisis
Millennials: Born 1981-1995

Columbine High School

Gulf War

New Kids

Monica and Bill

TIME
More about Millennials

• Most “wanted” generation in history
  - Raised by Baby Boomers
• 4 out of 5 high school students report feeling “some” or “a lot” of parental pressure to get high grades
• Less “free” time than any generation in history; more time in school, household chores, personal care, organized sports, visiting/traveling
The Millennials – Attention Span = 12 seconds

- Already nearly 50% of workforce
Generation Z: 1996-????
Gen Z or iGen – Attention Span = 8 seconds
Gen Z is anyone born after 1995

Estimated 23 MILLION, about one-third the population of Gen Y (i.e. Millennials)

MOST ETHNICALLY DIVERSE GENERATION
to date and are said to be the last generation with a caucasian majority:
54% Caucasian, 24% Hispanic, 14% African-American, 4% Asian, 4% Other

KEEPING IT REAL:
67% are more interested in stories with a realistic ending and are 2x more likely to watch ads with real people rather than famous endorsers.

PRODUCT TRUMPS EXPERIENCE:
60% prefer a cool product vs. a cool experience

KEEP IT SHORT AND SWEET:
Gen Z opts for quick communication with 50% saying they send at least 50 texts/day

SOURCEs:
- socialmarketing.org/newsletter/features/generation9.htm
- entrepreneur.com/article/238098
- youvisit.com/virtual-tours/blog/everything-you-need-to-know-about-generation-z/
Gen Z and Innovation

- Global social media + crowdsourcing + open-platform education/sharing = unprecedented influence for new inventors

What did these teens invent?

Learn like a Millennial – Google ‘em!
- Jack Andraka
- Angela Shang
- Ann Makosinsksi
Gen Z and Employment

• More than 50% want jobs with social impact
• 72% want to start their own businesses
• 56% said they were “savers, not spenders”
• 84% say they’ll have to work harder than previous generations to get ahead
Gen Z and Vices

- Smoke, drink, and fight far less than previous generations
- Significantly more likely to text while driving
- Smarter or better looking? 69% say “Smarter”
Gen Z and Social Media

• Live in constant FOMO
• 92% online daily; 24% “almost constantly”
• Top 2 Preferences: YouTube and Snapchat
• More likely to post on YouTube or “Vlog”
• Texting is preferred method of communication (40 texts/day “Typical”)

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SCHOOL OF PUBLIC AND ENVIRONMENTAL AFFAIRS
EXECUTIVE EDUCATION
Communicating with Gen Z

• Text
• Ask for opinions and listen
• Engage frequently, respond quickly
• Use inductive (main point first) reasoning
• Face-to-face when you can
• Ask “How do you know?”

• But MOSTLY: Be visual
Differing Workplace Values

• Traditionalists: loyalty, experience, consistency
• Boomers: recognition, enthusiasm
• Xers: technology, skill development
• Millennials: energy, social consciousness
• Gen Z: safety, success
Preferred Supervision

• Traditionalists: Tell me
• Baby Boomers: Let’s discuss
• Generation X: Share your expertise but let me decide
• Millennials: Tell me, exactly
• Gen Z: Tell me why
Best Practice: Coach Not Manage

- A Platform for Teaching
- Provide Frequent Access
- Support for Difficult Decisions
- Collaborate v. Command
- Listen To
- Focus on Career Paths
- Read What they Read
Best Practice: Provide Innovative Opportunities

- Short, Achievable Assignments
- Utilize Technology but include Face Time for Gen Z
- Real Chance to Demonstrate Value
- Be Specific on Expectations
- Provide Feedback
Comprehensive Best Practice: **Focus on the Culture**

- Focus on the Front Line Manager
- Vary Experiences
- Tap into Values and Beliefs
- Be Flexible/Willing to Change Your Practices
- Results
- Again, MBWA
Our Options

• Ask Generations to Conform
• Change Management Practices

• Remember…>50% of the workforce is age 38 or younger
Generations and…

• OTHER factors forming our MENTAL MODELS
  
  Race
  Ethnicity
  Gender
  Sexual Preference
  Religion
  Geography
  Life Experience
Best Practices

• Self-Awareness

• Other Awareness

• Talk About It!

• Programmatic Intentionality and Flexibility
e.g. EWHC Mentoring
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QUESTIONS?

COMMENTS?