

## **SQUAD GOALS: CREATING POSITIVE CONNECTIONS IN A MULTI-GENERATIONAL WORK FORCE**

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### **DEFINITION OF A GENERATION:**

A generation is a group of people born during a certain time period. People in a generation share similar experiences growing up, and their values and attitudes, particularly about work-related topics, tend to be similar, based on those shared experiences.

#### **The Silent Generation (Matures) 1925-1945**

##### **Duty, honor, country, dedication and sacrifice, unity, national pride**

- ④ Strong military connection. Duty before pleasure.
- ④ Dedicated to a job. Reluctant to challenge the system.
- ④ Respectful of authority, even if frustrated.
- ④ Honor and integrity are critical.
- ④ Resistant to change.

#### **Boomers (1946-1964)**

##### **Work ethic, live to work, defined by job**

- ④ Live to work. "Pay your dues." Work ethic = hours spent on job.
- ④ If they can't see an employee, they are not working.
- ④ Generation size = influence on government and products.
- ④ Spent time building career, not always the best parents.
- ④ Richest and unhealthiest generation.
- ④ Team oriented. Optimistic. Willing to go into debt.
- ④ Nostalgic about their youth.
- ④ Want convenience/personal gratification.
- ④ Love face time/meetings. Ambivalent toward technology.

#### **Gen X (1981-1965)**

**Self-reliant, skeptical, work to live NOT live to work, ease in technology, loyal to boss not the company, nontraditional family units, latchkey kids**

- Ⓢ Work to live. Work smarter not harder.
- Ⓢ “Let me grow and I’ll stay.” Resume building.
- Ⓢ Contribution to the “whole”.
- Ⓢ Significant focus on their children.
- Ⓢ Very, very, very independent.
- Ⓢ Skeptical and disenfranchised.
- Ⓢ Lead from afar and don’t like meetings.

**Millennials/Gen Y (1982-1995)**

**Multi-taskers, want to be “famous”, instant gratification, sense of entitlement, technologically sophisticated, tech dependent, “helicopter parents”**

- Ⓢ Expect transparency, good corporate citizenship.
- Ⓢ Leave work when tasks are completed.
- Ⓢ Early adopters of technology, want convenience.
- Ⓢ Like connecting & seek input from everyone.
- Ⓢ Want to feel unique.
- Ⓢ Will demonstrate respect only after treated with it.
- Ⓢ Astoundingly diverse demographically.
- Ⓢ Question everything. Change is good.

**Generation Z (1996-2009)**

**Realistic, cautious, security-minded, inquisitive, globally aware, inspired to improve the world**

- Ⓢ Came of age during an era of disruption
- Ⓢ The world is scary (Post 9/11, Great Recession, school violence).
- Ⓢ 43% of 7-13-year-olds say school violence will have the biggest impact on their generation.
- Ⓢ Creative, entrepreneurs, competitive, leaders
- Ⓢ 90% have a digital footprint and they process content in 4 seconds.
- Ⓢ Don’t expect to wait, have always had cell phones/Google.
- Ⓢ 49% are ethnic minorities, don’t see diversity unless it’s absent.
- Ⓢ Responsible for changing the world. Solutions can be digitally crowd-sourced.
- Ⓢ 60% have savings accounts. They want to avoid debt and save money.

**U.S. DEPARTMENT OF EDUCATION – GENERATIONS**

GENERATION	NUMBER IN U.S.	BIRTH YEARS	AGE RANGE
Gen Z	57 Million	1996-2009	10-23
Millennials	80 Million	1982-1995	24-37
Gen X	48 Million	1965-1981	38-54
Baby Boomers	78 Million	1946-1964	55-73

McCann Truth Central Global Research Study found 3 enduring truths about being young (regardless of generation). Youths are focused on:

- ② Finding themselves.
- ② Finding their people.
- ② Finding their place in the world.

#### **Strategy for success**

- ② Recognize and suspend the bias of your own experience.
- ② Learn how to speak their language and communicate through their preferred method.
- ② Build relationships.

#### **Build relationships by**

- ② Being authentic.
- ② Being curious.
- ② Doing what you say you're going to do.
- ② Saying thank you and being genuinely grateful.
- ② Using "I" statements rather than "you" statements.
- ② Staying connected and showing you care.
- ② Appreciating what others bring to the table.
- ② Putting yourself in the other person's shoes.
- ② Being supportive, respectful and using a kind tone.

#### **4 things you need to know how to do**

- ② Pay attention to your nonverbals.
- ② Make sure you are actively listening.
- ② Know how to use empathic statements.
- ② Learn how to ask open-ended questions.

#### **Generational tips**

- ② Don't make assumptions based on generations. Every team member brings multiple skills and talents.
- ② Focus on effectively communicating about issues underlying a conflict.
- ② Older generations bring experience; younger generations bring new ways of doing things.
- ② The combination leads to synergy and innovation.

## **Pandemic Pain Points and Tendencies by Generation**

Overall, the Pew Research Center reports that early studies of pandemic attitudes have shown that older people see it more as a health crisis, while young adults worry more about the economic impact.

#### Baby Boomers

- Those retired or nearing retirement are seeing their 401(k) accounts and IRAs looking unreliable while their health is at high risk.
- Many have insufficient retirement savings, with the 2018 Report on Economic Well-Being of U.S. Households showing that one-fifth of Americans have little or no savings.
- Boomers feel they aren't getting to enjoy the golden years they worked decades to reach.
- Research finds older Americans have also been hit hard by job loss in this recession.
- Many Boomers are trying to socialize with their friends.

### Generation X

- Many Gen Xers believe they're the only generation well-equipped to handle the pandemic.
- As the generation raised in the age of Stranger Danger and Just Say No, their inherent risk aversion is now recognized as a great asset to the survival of the species.
- They've had experience riding out the historic crises.
- They weren't raised with the overscheduled life of Millennials, which has left Millennials feeling a bit directionless in a pandemic--but not Xers.
- They are well-incentivized to stay home to serve as a role model for the parents and children they're caring for.

### Millennials

- Many Millennials weren't positioned to weather job loss or furloughs due to a sluggish economy and college debt.
- They have been the most diverse generation and the pandemic hurt Black people and Latinos disproportionately in health and financially.
- They are not "partying" for the most part. They are working from home, watching Hulu, and telling their parents not to go outside.
- Millennials aren't just worried about parents but are also concerned about getting infected themselves. A survey from STAANCE found 53% of Millennials were concerned compared to 43% of Baby Boomers.
- Millennial women are more anxious about coronavirus than older generations, according to a survey by media company Meredith. Two-thirds said they were worried about the pandemic, compared to nearly half of Boomers.

### Gen Z

- For Gen Z young adults, the impact is most acutely felt with work. They are more likely to be laid off and their lack of work experience makes it harder for them land a job.
- In March, college-aged Gen Zs received a lot of backlash for ignoring coronavirus warnings and social distancing rules to enjoy spring breaks.
- Younger Gen Zs (still in school, living with parents) struggle with missing social interaction, hobbies, summer camps, etc. The pandemic doesn't impact their success as much as their happiness.
- Experiencing a pandemic at such a sensitive age will likely shape Gen Z teenagers' identities and worldviews for the rest of their lives.
- "Gen Z will be known as the 'resilient' generation who learned at a sensitive age that it is possible to overcome crises without the entire life collapsing." Dr. Tuomo Kuosa, Content Director, Futures Platform