

3 Generations, 1 Workplace

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Generations in the workplace

- Zoomers (a boomer who refuses to age)- mid 40's to mid 60's
- Gen X- 30's to mid 40's
- Gen Y- 20's to 30's

Do You Speak Gen Y?

- LOL
- MOS
- PAW
- DKDC
- ROFL
- BTR





- Success requires understanding of generational attitudes
- Shift in attitudes is happening for all of the generations
- Current economics are shifting views on retirement and ‘work’
- Viewpoints on “control” shifting

You know you are a
boomer.....



You know you are a boomer....

- Happy hour is a nap
- Getting lucky is finding your car in the parking lot
- Your back goes out more than you do





"Okay your father
managed to get a mouse.
Now how do we use it?"

You know you are a Zoomer when

- You are a Boomer who refuses to age
- You are adaptable to younger generations
- You see technology as a solution



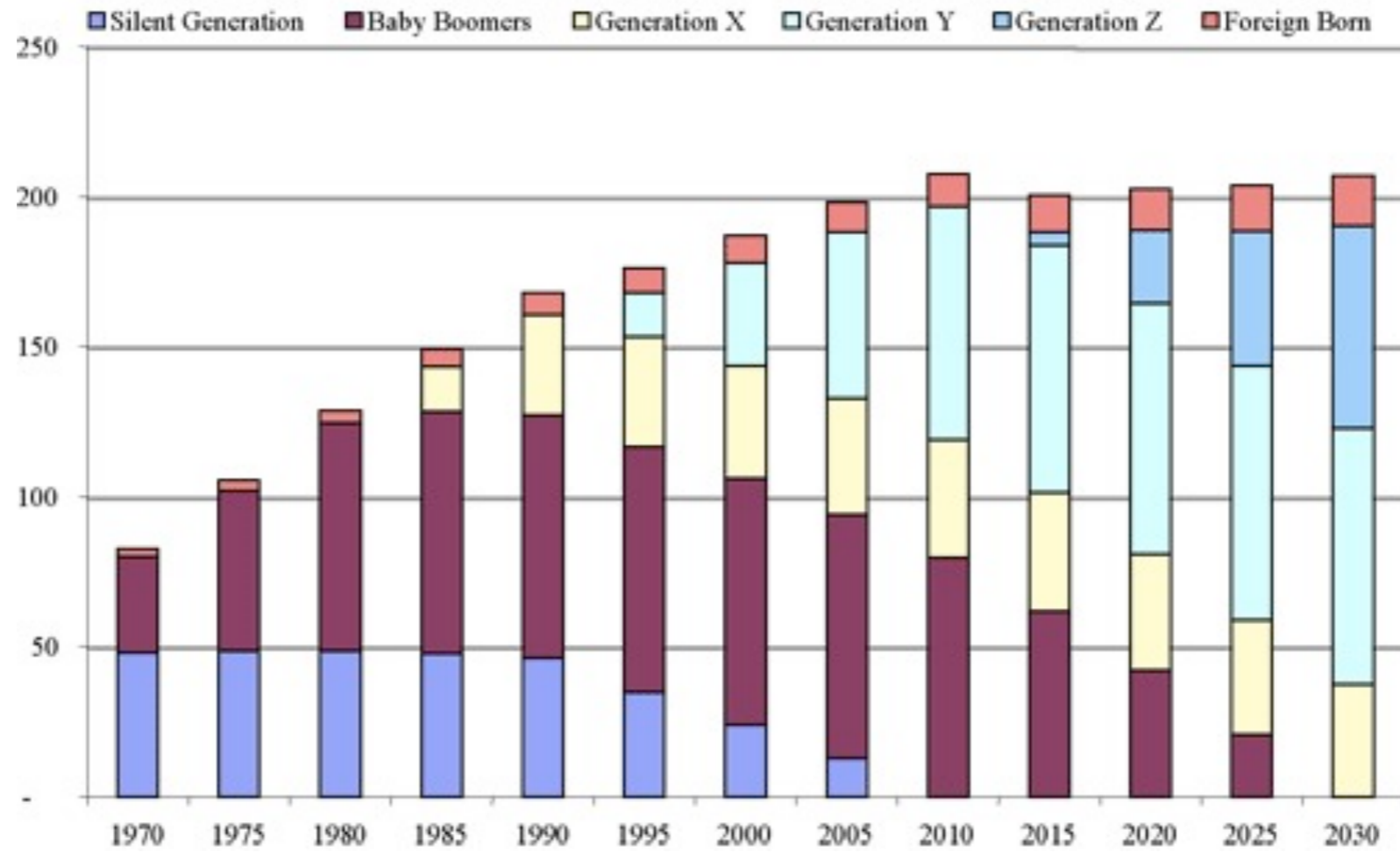
Zoomers values

- Hard work
- Structure
- Rules
- Hierarchy



Generational Labor Force Composition

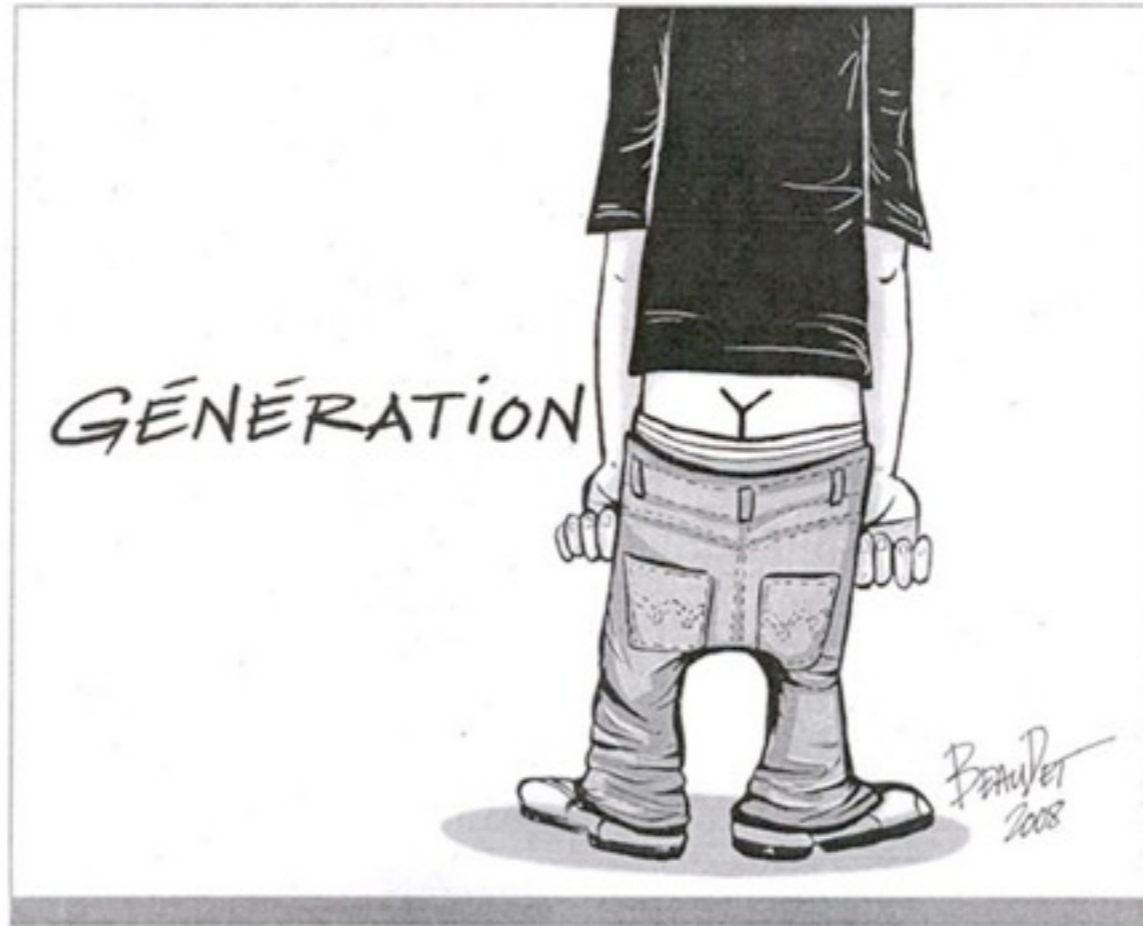
(Between Ages of 16-64)



Gen X values

- Family Balance
- Project work
- Promotions
- Mediation



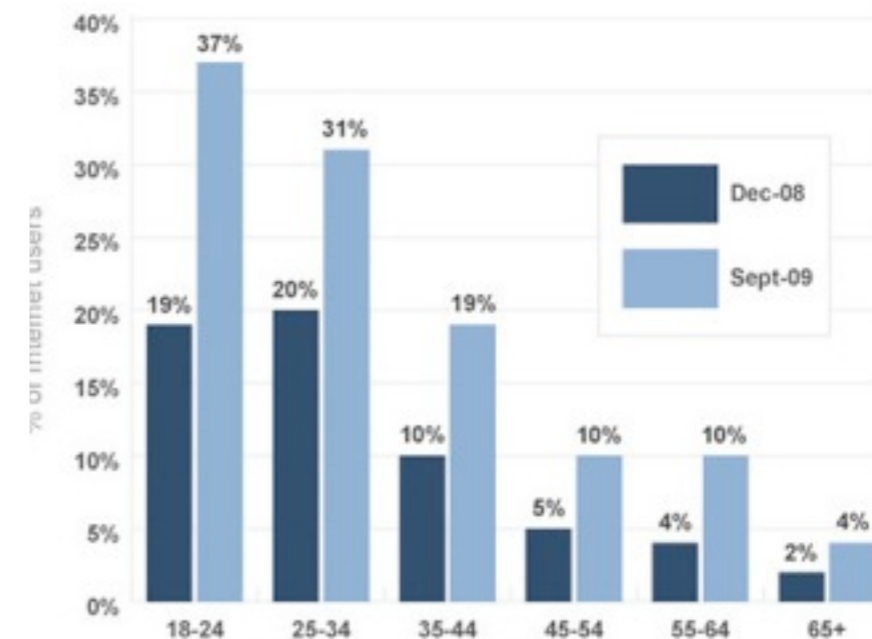


Gen Y values

- Fun
- Social opportunities
- Technology
- Team projects
- Inspiration

Young people flock to Twitter

Internet users age 18-44 are more likely than older users to use Twitter or other status update service.



Source: Pew Internet & American Life Project surveys conducted from November 19-December 20, 2008, August 18-September 14, 2009.

Pew Internet
The World & American Life Project

% of American adults in each generation who own each device

	Millennials (Ages 18-34)	Gen X (35-46)	Younger Boomers (47-56)	Older Boomers (57-65)	Silent Gen. (66-74)	G.I. Gen. (75+)	All adults (18+)
Cell phone	95	92	86	84	68	48	85
Desktop computer	57	69	65	64	48	28	59
Laptop computer	70	61	49	43	30	10	52
iPod/MP3 player	74	56	42	26	16	3	47
Game console	63	63	38	19	8	3	42
e-Book reader	5	5	7	3	6	2	5
Tablet, like iPad	5	5	4	3	1	1	4
None of these	1	3	8	8	20	43	9

Source: Pew Research Center's Internet & American Life Project, August 9-September 13, 2010 Tracking Survey. N=3,001 adults 18 and older, including 1,000 reached via cell phone. Interviews were conducted in English (n=2,804) and Spanish (n=197).

What people are doing

Who participates (U.S. online users)

Creators publish Web pages, write blogs, upload videos to sites like YouTube.



Young Teens
12 to 17

Youth
18 to 21

Generation Y
22 to 26

Generation X
27 to 40

Young Boomers
41 to 50

Older Boomers
51 to 61

Seniors
62+

34%

37%

30%

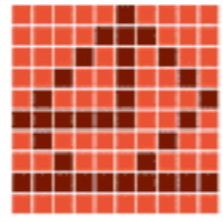
19%

12%

7%

5%

Critics comment on blogs and post ratings and reviews.



24%

37%

34%

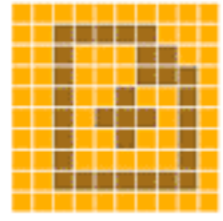
25%

18%

15%

11%

Collectors use Really Simple Syndication (RSS) and tag Web pages to gather information.



11%

16%

18%

16%

15%

16%

11%

Joiners use social networking sites.



51%

70%

57%

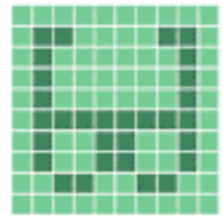
29%

15%

8%

6%

Spectators read blogs, watch peer-generated videos, and listen to podcasts.



49%

59%

54%

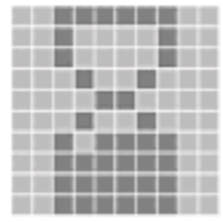
41%

31%

26%

19%

Inactives are online but don't yet participate in any form of social media.



34%

17%

21%

42%

54%

61%

70%

Data: Forrester Research

CHART BY ARNO GHELFI

Twitter to College

USA Today July 12th
Micro blog and win your college
entry!
KFC

Scholarship.com
Collegesponsorship.org



Harnessing generational intelligence

- Opportunities for Creativity
 - Gen Y- Technology and Scheduling
 - Gen X- Teamwork and Projects
 - Zoomers- Structure and Planning
 - Adaptability

Generational Influence

on.....

- Economy
- Changing Markets
- Others thoughts & behaviors
- Family :)
- Reality
- Future of work

- Free Audio at cherylcran.com

- Social networking

- Partner and share



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