

# Optimizing Your Most Important Asset; Generational Differences in the Workplace

**Marine Terminal Management Training Program**

**Philadelphia, PA**

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# 6 Generations in America



**GI Generation; Born 1901 – 1926**

**Matures, Silent's; Born 1927 – 1945**

**Baby Boomers; Born 1946 – 1964**

**Generation X; Born 1965 – 1980**

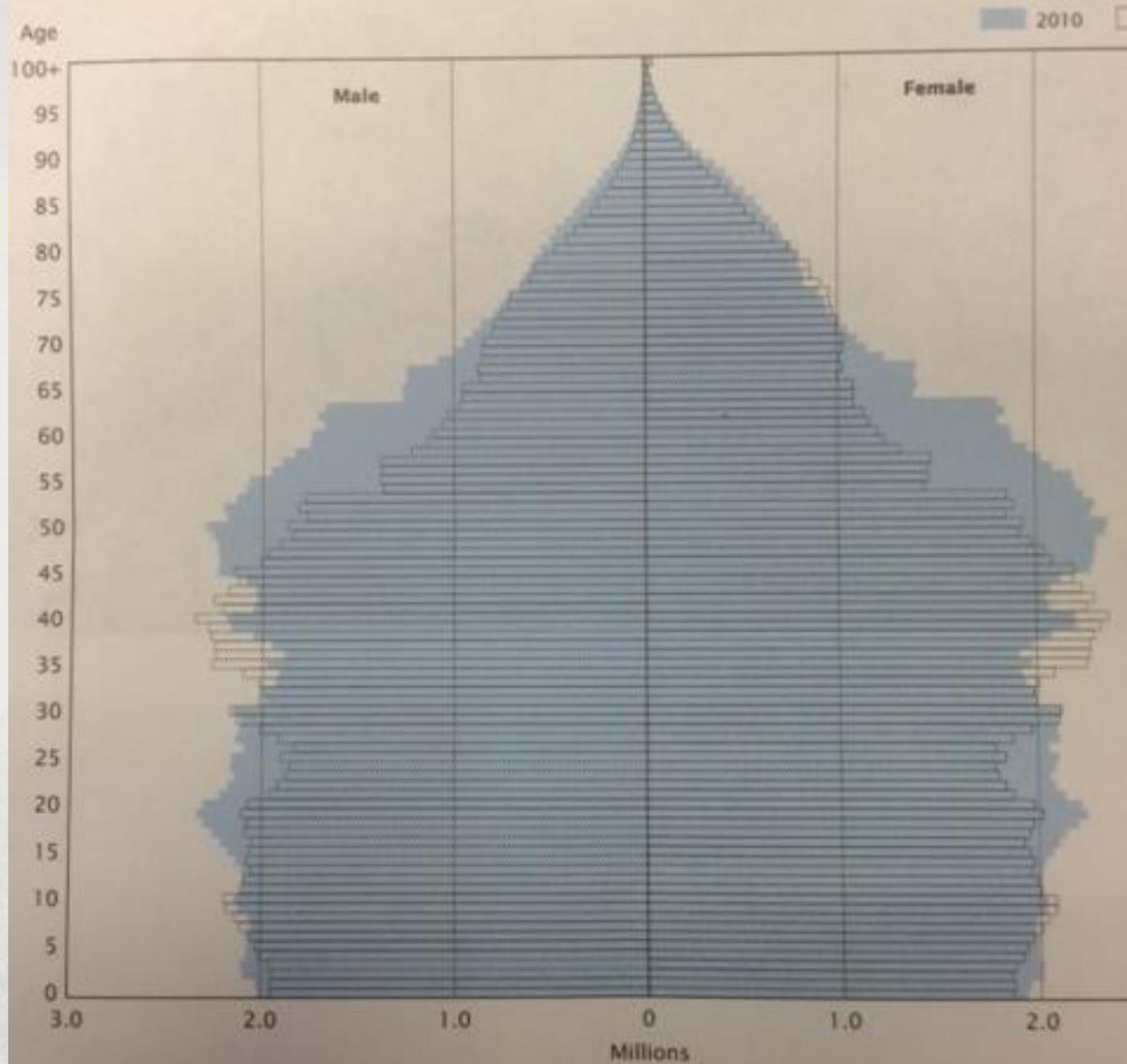
**Generation Y / Millennials; Born 1981 – 2000**

**Generation Z / Boomlets; Born after 2000**



Figure 2.  
**Population by Age and Sex: 2000 and 2010**

(For information on confidentiality protection, nonsampling error, and definitions, see [www.census.gov/cen2010/doc/sf1.pdf](http://www.census.gov/cen2010/doc/sf1.pdf))



2010 vs. 2000

Sources: U.S. Census Bureau, *Census 2000 Summary File 1* and *2010 Census Summary File 1*.



## Job Satisfaction

### + Most Satisfied with:

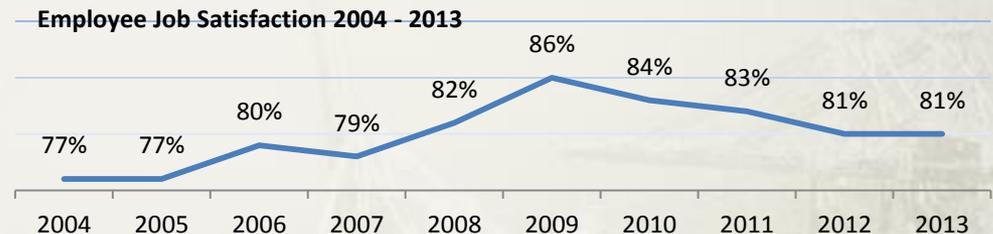
- Work Colleagues
- Work Itself; Interesting / Challenging
- Use of Skills & Abilities
- Contribution to Org Business Goals
- Supervisor

### - Least Satisfied with:

- Career Development / Advancement
- Wage Freezes
- Training Program
- Family-friendly Benefits
- Recognition

### In terms of IMPORTANCE:

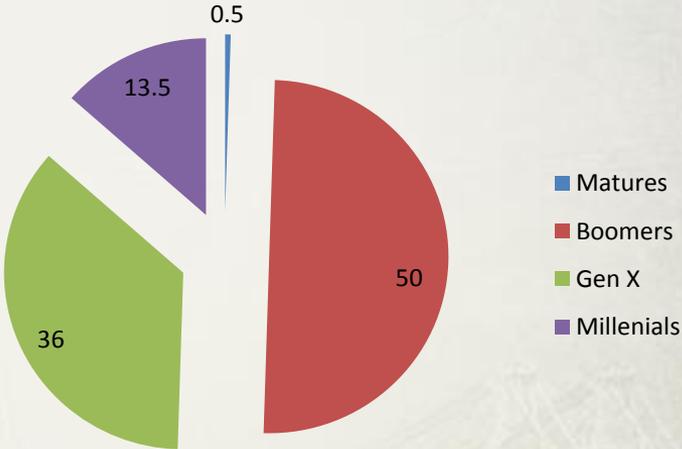
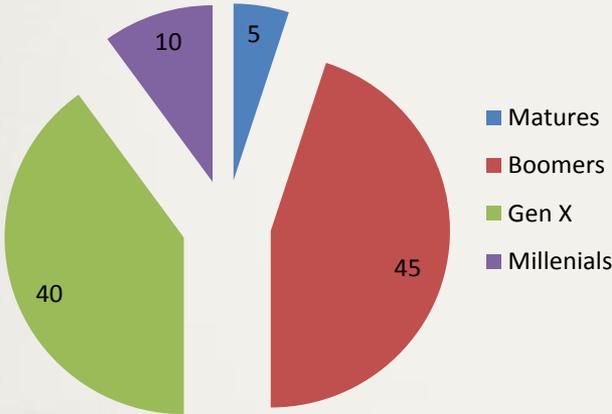
- 1) Compensation / Pay
- 2) Job Security
- 3) Opportunity to Use Skills & Abilities
- 4) Relation w Immediate Supervisor
- 5) Overall Benefits Package
- 6) Organizations Financial Stability
- 7) Work Itself
- 8) Communication Channels
- 9) Recognition
- 10) Advancement Opportunities / Job Training





# 4 Generations in the Workforce

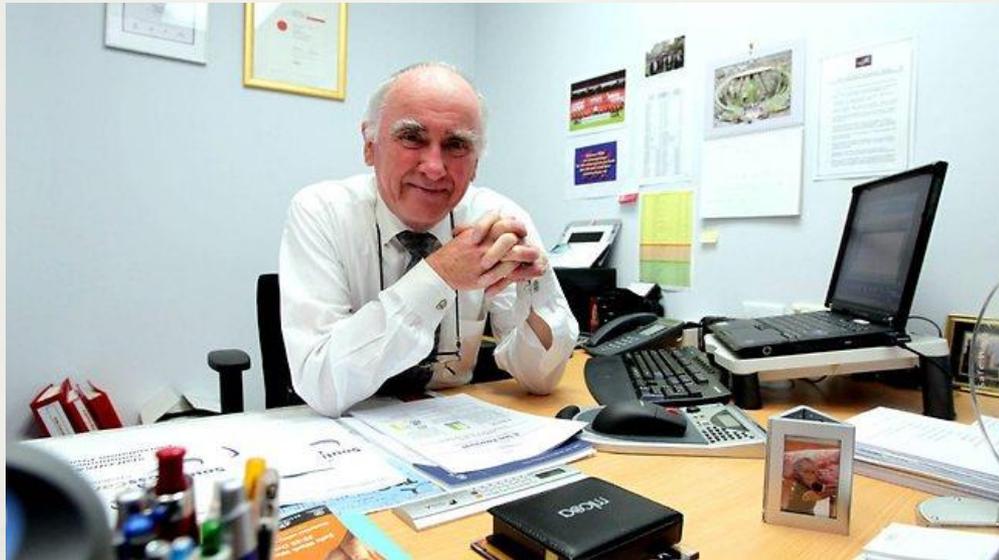
**NATIONALLY**



**NC PORTS**



## Matures (1927 – 1945)



## What Motivates Matures ?

**Accomplishments**

**Control**

**Responsibility**

### Job Satisfaction:

- Compensation / pay
- Opportunity to use skills / abilities
- Meaningful job
- Safety
- Relationship w Supervisor & coworkers
- Professional development
- Benefits
- Job Security



**Matures in a Word**

# TRADITIONISTS

Source: Cam Marston, *Defining 4 Generations in the Workplace*

## Top 5 Actions for Dealing with a Mature

- 1. Offer plenty of personal interaction, ask & listen**
- 2. Provide clear written goals & expectations**
- 3. Show respect for age & experience**
- 4. Provide lots of technology training**
- 5. Be totally honest & candid**

## Babyboomers (1946 – 1964)



## What Motivates Babyboomers ?

**Money**

**Recognition**

**Control**

**Promotion**

### **Job Satisfaction:**

- **Opportunities o use skills & abilities**
- **Compensation / pay**
- **Job Security**
- **Benefits**
- **Organization Financial Stability**
- **Relationship w Supervisor**



## **Babyboomers in a Word**

# **OPTIMISTIC**

Source: Cam Marston, *Defining 4 Generations in the Workplace*

# Top 5 Actions for Dealing with a Babyboomer

- 1) Show you care
- 2) Give frequent recognition
- 3) Treat them as equals – coach, don't direct
- 4) Give them a chance to talk
- 5) Be honest, candid & direct

## Generation X (1965 – 1980)



## What Motivates Gen X'rs ?

**Bonus**

**Recognition**

**Meeting Personal Objectives**

**Mentoring**

**Training**

### Job Satisfaction:

- **Job security**
- **Compensation / pay**
- **Opportunities to use skills & abilities**
- **Relationship w Supervisor**
- **Organization financial stability**
- **The work itself**



**Gen X'rs in a Word**

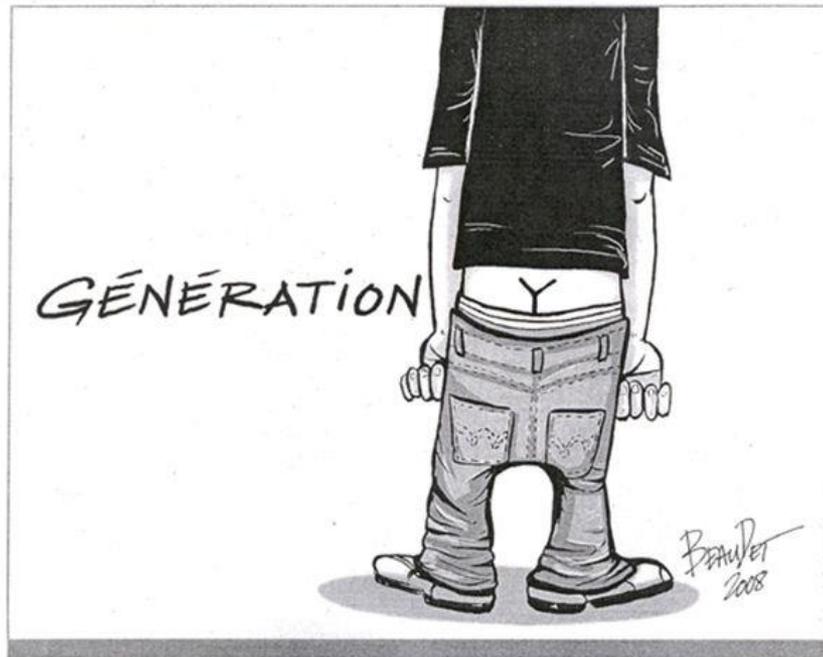
**SKEPTICAL**

## **Top 5 Actions for Dealing with a Gen X'r**

- 1) Provide a fun workplace**
- 2) Use written goals**
- 3) Involve them in teams**
- 4) Be truthful & direct**
- 5) Separate career & life**

## Gen Y / Millennials (1981 – 2000)

JOURNAL DE QUÉBEC | MARDI 22 JANVIER 2008



## What Motivates Millennials ?

**Mentoring**

**Recognition**

**Time off**

**Training**

**Meeting personal objectives**

### Job Satisfaction:

- **Compensation / pay**
- **Job Security**
- **Opportunities to use skills & abilities**
- **Relationship w Supervisor**
- **Managements recognition of employee job performance**
- **Career advancement opportunities**



## Millennials in a Word

# EAGER

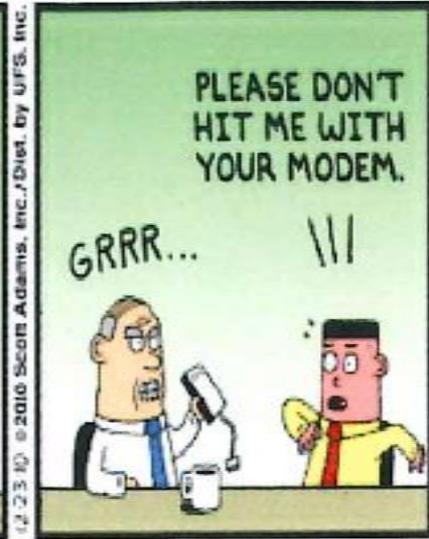
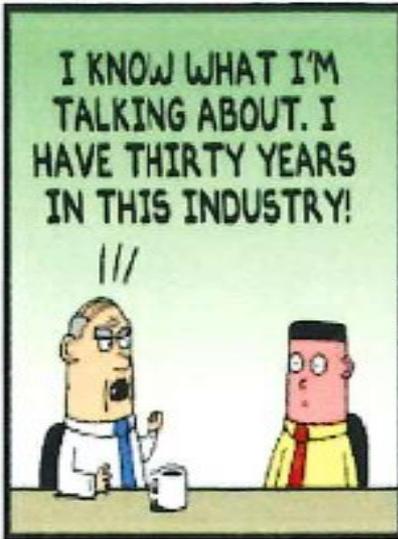
# Top 5 Actions for Dealing with a Millennial

- 1) **Give frequent instant feedback, keep high energy level**
- 2) **Use technology to the max**
- 3) **Offer multi-tasking projects**
- 4) **Provide close supervision**
- 5) **Provide people skills training**

## So What ?



- Can no longer assume high pay, basic medical benefits and a 401k will secure top talent
- Baby boomers seek 'postretirement careers'
- Gen X'rs demand challenging but balanced work assignments
- Millennials expect high perks in exchange for loyalty & technological savvy
- Companies can no longer abide by traditional rules of leadership and management, must embrace the diversity among generations to create a flexible work environment that values all people and keeps them productive, regardless of age.



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## 4 Generations at Work

<http://www.youtube.com/watch?v=2XIQkDIdpml&feature=related>





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Questions,  
Comments,  
Snide  
Remarks  
???