

Session R03: Millennials and the Evolution of Leadership



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Agenda

- Four generations in the workplace – soon to be five!
- Our impressions of Gen Y
- Four generations' view points
- Strategy and leadership opportunities
- Anything else?





**Traditionalists
(1922-1945)**

44 million



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**Baby Boomers
(1946-1964)**

78 million



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**Gen X
(1965-1976)**

48 million



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**Gen Y
(1977-1995)**

80 million



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**Your
Impressions**



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What we see...

- Vision
- Alignment
- Execution



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Leadership: Art and Science



Attention center;
turns on and off

Filters information;
keeps the noise out
and let's pertinent
information in

Creates awareness
and the ability to
control information



Generational Myths

1. Slackers/lazy
2. Instant gratification/trophy
3. Disloyal/job jumpers
4. Self-centered/narcissistic
5. Pampered/spoiled
6. Lack respect
7. Entitled



Fundamental Attribution Error

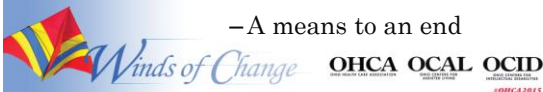
- If I win/get promoted...
"I'm skilled/I earned it..."
- If you win/get promoted...
"You cheated/ "You called in a favor..."





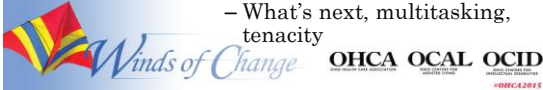
Work is...

- Traditionalists
– An obligation
- Baby Boomers
– An exciting adventure
- Gen X
– A difficult challenge, a contract
- Gen Y
– A means to an end



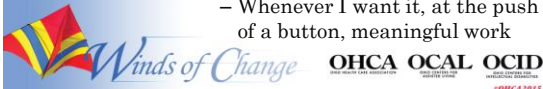
Work Ethics and Values

- Traditionalists
 - Hard work, respect authority, sacrifice
- Baby Boomers
 - Workaholics, work efficiently, crusading causes
- Gen X
 - Eliminate the task, self-reliance, want structure and direction
- Gen Y
 - What's next, multitasking, tenacity



Feedback and Rewards

- Traditionalists
 - No news is good news, satisfaction in a job well done
- Baby Boomers
 - Don't appreciate it, money, title recognition
- Gen X
 - Sorry to interrupt, but "how am I doing," freedom is the best reward
- Gen Y
 - Whenever I want it, at the push of a button, meaningful work







Work and Family Life

- Traditionalists
 - Ne'er the twain shall meet
- Baby Boomers
 - No balance, work to live, help me make it all work
- Gen X
 - Balance, now/not at 65
- Gen Y
 - Balance, flexibility so everything fits



8 Seconds
 8.5 Seconds
 75% by 2025
 25% Department of Labor Statistics
 92, 68, 49 and 37

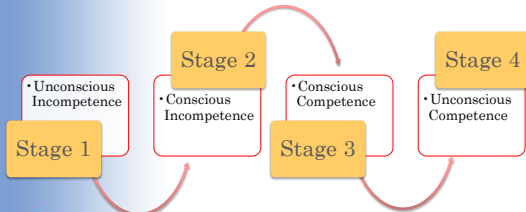
Key Statistics You Must Know







Timeless Leadership
 Be a strong leader.

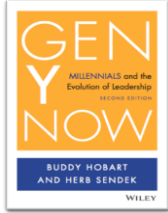
THE LEARNING PROCESS



Stage 1: • Unconscious Incompetence
 Stage 2: • Conscious Incompetence
 Stage 3: • Conscious Competence
 Stage 4: • Unconscious Competence

Gen Y Takeaways



Winds of Change

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Thank you! Buddy Hobart

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Leadership Style

- Traditionalists
 - Directive, command and control
- Baby Boomers
 - Consensual, collegial
- Gen X
 - Everyone is the same, challenge others
- Gen Y
 - Collaboration



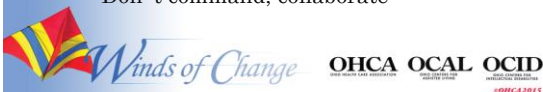
Interactive Style

- Traditionalists
 - Individual
- Baby Boomers
 - Team player, loves to have meetings
- Gen X
 - Entrepreneur
- Gen Y
 - Participative



Hierarchy

- Traditionalists
 - Chain of command
- Baby Boomers
 - Change of command
- Gen X
 - Self command
- Gen Y
 - Don't command, collaborate



Communications

- Traditionalists
 - Formal memo
- Baby Boomers
 - In person
- Gen X
 - Direct, immediate
- Gen Y
 - Email, instant messaging, social networking



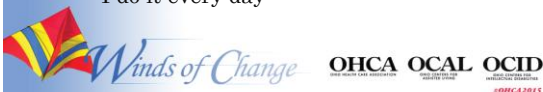
Messages that Motivate

- Traditionalists
 - Your experience is respected
- Baby Boomers
 - You are valued/needed
- Gen X
 - Do it your way, forget the rules
- Gen Y
 - You will work with other bright, creative people



Job Changing

- Traditionalists
 - Carries a stigma
- Baby Boomers
 - Concern about losing ground
- Gen X
 - Is a good thing
- Gen Y
 - I do it every day



Career Goal

- Traditionalists
 - Build a legacy
- Baby Boomers
 - Build a stellar career
- Gen X
 - Build a portable career
- Gen Y
 - Build a parallel career



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Technology

- Traditionalists
 - Miraculous
- Baby Boomers
 - Some good, some evil
- Gen X
 - All has trade offs
- Gen Y
 - Assumed



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