



# Understanding the Generational Differences in the Workplace

MANAGING EFFECTIVELY



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## Objectives

Who are the four generations in our workplace?

- Mature Adults over 65
- Boomers 45-64 yr
- Generation X 30-44 yr
- Generation Y under 30



- Defining Attributes
- How to Manage the Differences
- Exploring the Eating and Spending Behaviors
- Hiring and Retaining Good Employees



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## Hmmm??

If you think generational difference aren't present, think about it

When asked to recall how and when Kennedy died.....

- Baby boomers
- Gen X
- Millennials

• *There are now 4 generations living, working, eating, side by side*



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### Think about it.....

**Work place is constantly changing.**

**The Middle class is shrinking**

- Young adults are taking longer to grow up
- Middle aged are taking longer to grow old
  - *60 is the new 50!*
- Elderly are taking longer to pass on

- People of all ages function out of the programming that happened to them at a young age
  - Wars, economy, religion, nuclear family




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### Think About It.....

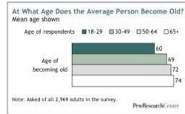
More than 2/3 of labor force is producing a service, not a product

Work hours are being decreased due to increasing expenses

- Fringe benefits
- Operating costs

**Many differences besides generational**

- Women and men: now 50-50
- More teens
- Alternative lifestyles
- Veterans




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### Who are they?

**Matures 60+**

- Life span: 77 yrs
- 11% believe things will get better
- Respect for authority, duty before fun
- Core values: family, faith, financial security
- Mature men heavier than they were in 1960
- Respect government
  - Experienced: WWII, Great Depression, bank failures




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## Who Are they?

### Boomers

- Technology capable, but not dependent
- Educated, wealthy, well traveled
- Sense of entitlement
- Instant gratification
- Question authority
- Want things on the go with a rising sense of expectation of improvement
- Health---some aspects!
- Experienced: Vietnam, political assassinations, Watergate, women's rights




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## Who are they?

### Generation X

- Time starved, raising children
- Video generation
- Palm pilots, Bottled water
- Skeptical, shorter attention span
- Diversity
- Conservative with \$\$
- Live to work
- Want to be "wowed"
- Experienced: war on TV, Hostage crisis, fall of Berlin Wall, Desert Storm




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## Generation Y

- One of 4 from single family
- One in 3 not Caucasian
- E-savvy**
- Globally aware, involved
- Honest
- Mobile phones and apps
- Tenacious, intelligent



### **Generation WHY**

- Experience: terrorism, school shootings, high unemployment




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**Millennials: Defining Attributes**

The toughest generation to understand



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**Millennials: Defining Attributes**

Internet  
Smart Phones  
Social Media  
  
Facebook is  
now old  
fashioned!



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**Millennials: Defining Attributes**



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**Millennials: Defining Attributes**



*"Focus first on commonalities, and then customize to target the differences"*  
- Maeve Webster, Datassential

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**Millennials: Defining Attributes**



- 15% Foreign Born
- 21% Hispanic
- 41% Close Relative in Interracial Marriage



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**Millennials: Defining Attributes**



*...they do not differ dramatically from older consumers...*  
- Darren Tristano, Technomic, Inc.

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## History Perspective

	Mature	Boomers	Generation X	Millennials
Where Kennedy died	Remembers where we were Gunshots in Dallas	Remembers where we were	Plane crash on Martha's Vineyard	Kennedy who?
Vietnam	served	served		
Woodstock	Did not approve	Singing in the crowd	Peanuts' bird friend	??
3 Mile Island	Nuclear disaster	Power plant problem	?	A resort

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## How can all of these generations work together?

- Recognize the work force is different
  - Provide a benefit package that reflects all generations
- Be aware of your own personal bias
- Appreciate the differences
  - Look for areas of conflict and work to resolve
- Encourage Teamwork, interactions, sharing
- Never stereotype
  - See them as a person first




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## Some Strategies

- Talk about and train to the generational differences
  - Especially the managers
- Accommodate different learning styles
- Keep Employees engaged
- Open up the Office
- Toss the Routines
- Recognition Programs
- Accommodate personal needs
- Give all employees a voice

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Here is a big generational difference!




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### Managing Generational Differences

Words are received differently

- **"We need to get the report done."**
- Boomer: that is an order. It must be done and done NOW
- Gen X: hears an observation, not a command
- Gen Y: prepares and submits a "rough draft"




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### Working with Generational differences

People communicate based on their generational backgrounds

Know where you are on the Generational Timeline

Frictions exist due to new technology and different work patterns

Key: take advantage of differences in values and expectations




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## Bottom Line

Think beyond stereotypes

- Step back.....think of the other generation as a person first
- Instead of as a source of irritation or competition

Working well with others is understanding yourself first and knowing where you belong, regardless of the generation.

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## Millennials: Defining Attributes

Three Attributes:



- Cultural Diversity
- Health & Wellness
- Experimentation/Culinary Curiosity




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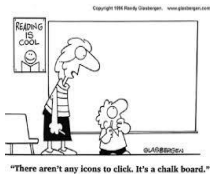
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## There are generational differences!




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### Eating Behavior Across the Generations




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### Eating Behaviors across the Generations

The Millennials enjoy flavors




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### Eating Behavior Across the Generations



- 56% wanted something healthy for their last snack
- 55% are preventing or treating obesity through food
- 36% are deliberately adding probiotics to their daily diet

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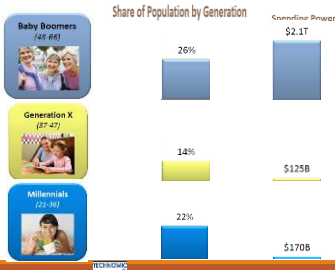
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**Boomers, Gen X and Millennials: Spending Power**




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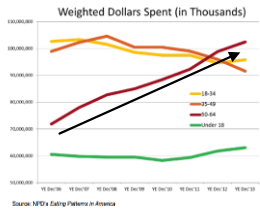
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**Boomers, Gen X and Millennials**

**Today, Boomers Are The Big Spenders**




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**Eating Trends**



- Boomers** Most likely to eat in a restaurant 52%
  - **Becoming empty nesters, large disposable income.**
- Gen X** Most influenced by local foods and ingredients 45%
  - **Often raising children on dual incomes. Time starved, time saving meal options, healthy kids meals**
- Millennials** Most likely to opt for delivery
  - **Highly multicultural, social, technology dependent, heavy users of organic and natural foods, peer recommendations**

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### Eating Behaviors Across the Generations




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### Eating Behaviors Across the Generations

**Bloomberg**

#### ‘Hippie’ Grains Thrive as Panera Looks Beyond Whole Wheat

By Leslie Patton | Mar 10, 2014 12:01 AM ET

**Panera Bread Co. (PNRA)** thinks so. After a successful test, the St. Louis-based chain will introduce a sprouted-grain bagel made with rye, spelt and oat groats to its U.S. cafes in May.

The move is part of a broader push by national **restaurant chains** to seek alternatives to white flour -- and even wheat -- which aren't seen as healthy enough by some diners.

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### Eating Behaviors Across the Generations



Understanding Millennials  
What Millennials Really Want  
1 of 74

- 87 percent will splurge on a nice meal even when money is tight. ...

*...treasure the restaurant eating experience...*  
- June Jo Lee, Hartman Group

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## Eating Behaviors Across the Generations

Millennials are more likely to be experientialists.

- Moore Webster



- I can remember my meal
- Atmos and/or ambience that is good for groups
- Foods/beverages I saw coverage on in the news/TV
- Have an unique foods or flavors offered

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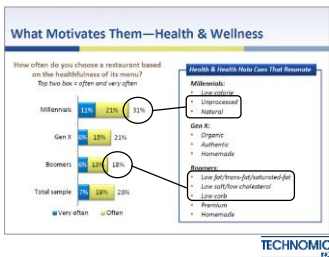
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## Eating Behavior Across the Generations




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Home is the source of most of our meals and snacks




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## Hiring the Right Person

### Generational Challenges

Who has opened a new community in the past 2 years?

Was it difficult to hire skilled labor and unskilled labor?

Nutrition Services departments hire a lot of PT teens

- Servers
- Dinner service
- Waitress




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## Real life Scenario

Staffing a CCRC

- Hiring the right chef and dietitian
- Hiring PT team members
- Teen labor pool has been increasing since 1990
- But the number interested in working has been declining.
- Why?
- We need to understand what attracts this GENERATION Y to the work force

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## What attracts the Millennials to the work force

### Money?

- Or is there more to it?
- Benefits? Offering vacation, medical, dental coverage for over 30 hrs/wk
- Flexible scheduling policy
- Advertising the position as a learning experience
- The hours!
- Rewriting the training manuals to speak to the new generation
- Learn the language and you may garner some snaps---at least they won't think you are cob and boo.
- Translation: Learn it, and you may garner some praise---at least they won't think you are un cool or dumb!




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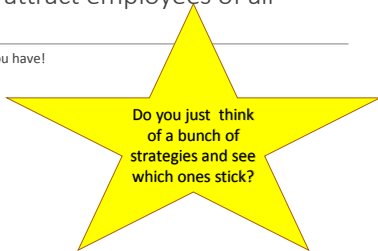
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## Best way to attract employees of all generations

Keep the good ones you have!

- Training
- Bonusing
- Benefits
- Building Morale




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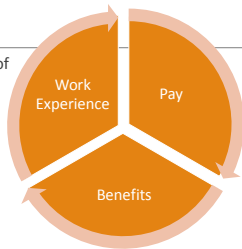
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## New model

Employee retention is a result of

Work Experience must be a part of the circle




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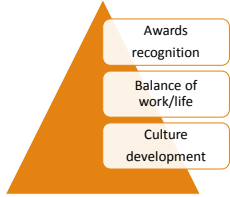
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## Components of Work Experience



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## In Conclusion.....

There are more pronounced generational differences today than ever before.

- Understanding them is key to working with all of them
- Dining out and spending is also very different among the generations

Managing people across generations

- Helping people be the best they can be at what they do
- NOT
  - Directing and controlling the workforce

Finding the best employees is important.....and keeping them!

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“ All generations have similar values; they just express them differently.”

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Is it really that new?

*"Our youth today loves luxury.  
They have bad manners,  
contempt for authority,  
they disrespect their elders,  
and prefer chatter over exercise.  
They contradict their parents,  
gobble up their food,  
and tyrannize their teachers."*



- Socrates, 390 BC



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Thank You!

Lee Wolf-James, RD, LD  
Marketing Manager, Gordon Food Service.



A series of horizontal lines for writing, consisting of two sets of seven lines each, one set above and one set below the orange bars.