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# Understanding the Generations

**Linda Nichols, PhD**

**VA Medical Center, Memphis**

**University of Tennessee Health Science Center**

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# Your Memories

- Childhood “must have”
  - Childhood TV show
  - Adolescent/young adult song/album/group
  - First major societal event you remember
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# Current Generations

- Pre 1943 - Matures, Veterans >67
  - 1943-1946 – Sandwich 64-67
  - 1946-1956 Early Boomers 54-64
  - 1957-1964 Late Boomers 46-53
  - 1965-1972 First Half Gen X 38-45
  - 1973-1980 Second Half Gen X 30-37
  - 1981-1994 Nexters, Millennials ≤29
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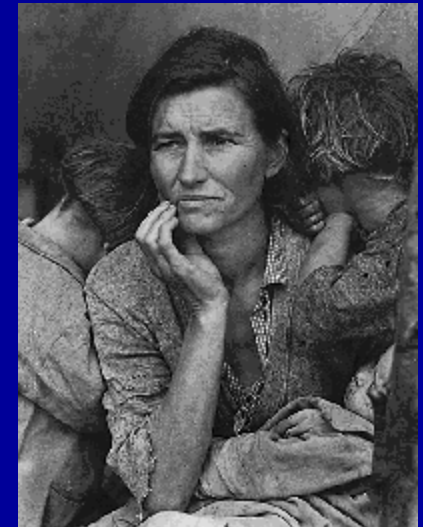
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# Your Perceptions

- **What experiences, feelings come to mind when you think about the other generational groups?**
  - **What experiences, feelings come to mind when you think about your generational group?**
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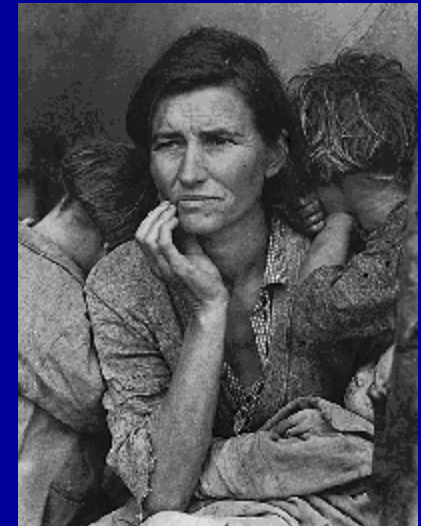
# Culture

- Norms
- Beliefs
- Values
- Attitudes
- Behaviors



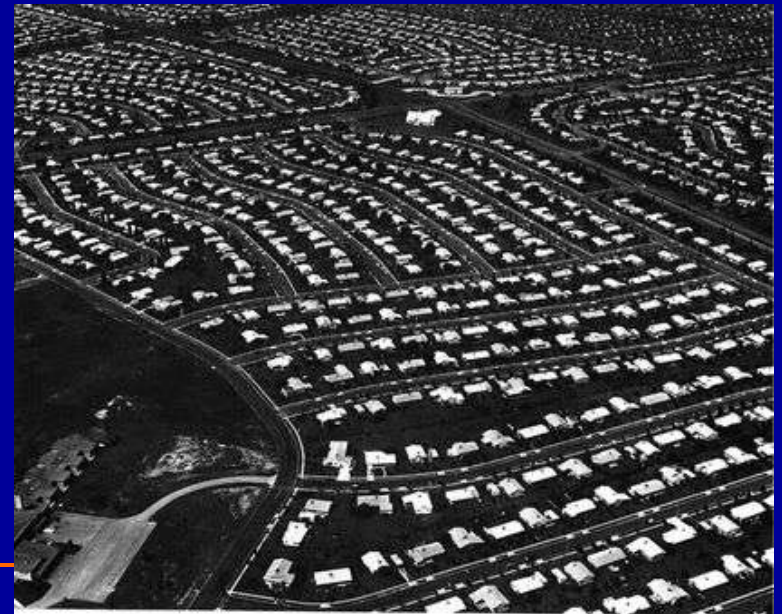
## What shaped them?

- **Early Influences**
  - **Family**
  - **Agrarian lifestyle**
  - **Adversity**
  - **Shortages**
  - **Sacrifice**
  - **Survival**



## What shaped them?

- Major Influences
  - War
  - Military
  - Government
- Later Influences
  - Family
  - Technology



# Values

- **Consistency**
- **Logic**
- **Discipline**
- **Law and Order**

## Work

- Hard Work
- Loyal
- Dependable
- Directive
- Rules, policies
- Consistency
- Personal touch

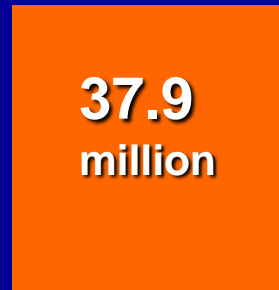
# Percent Still Working

	<b>2007</b>	<b>1995</b>	<b>1990</b>
<b>Men 62-64</b>	49%	43%	42%
<b>Men 65-69</b>	33%	27%	26%
<b>Women 62-64</b>	42%	32%	28%
<b>Women 65- 69</b>	22%	17%	17%

# 65 and Older

## POPULATION

Number of people ages 65 and older in population



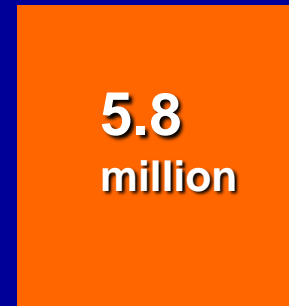
CURRENTLY



2050

## LABOR FORCE

Number of people ages 65 and older in labor force



CURRENTLY



2016



The New Museum  
At The John F. Kennedy Library

*"We Celebrate  
The Past  
To Awaken  
The Future"*  
  
*John F. Kennedy  
August 14, 1961*



## What shaped them?

- **Early Influences**
  - Stable family life
  - Suburbia
  - Smaller family sizes
  - Family focus
  - Market segment



## What shaped them?

- Major Influences
  - Civil rights
  - Women's rights
  - War in Vietnam
- Later Influences
  - Self-help



## Values

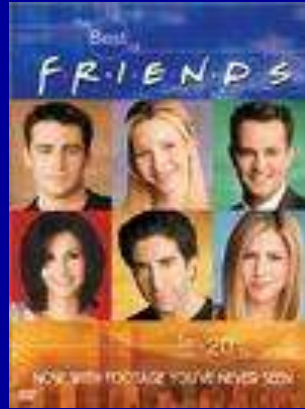
- Optimistic
- Stars
- Self-gratification
- Making a difference

# Work

- Work is worth
- Driven
- Consensus
- Management by buzzword
- Personal touch
- Public recognition and reward

# Boomers in the Workforce: Contradictions

- Over the next two decades, 76 million Americans will be retiring
- Labor force is aging



## What shaped them?

- **Early Influences**
  - Unstable family life
  - Parents who were laid off
  - Unstable economy
  - Technology
  
- **Later Influences**
  - Authority figures fall



# GENERATION X

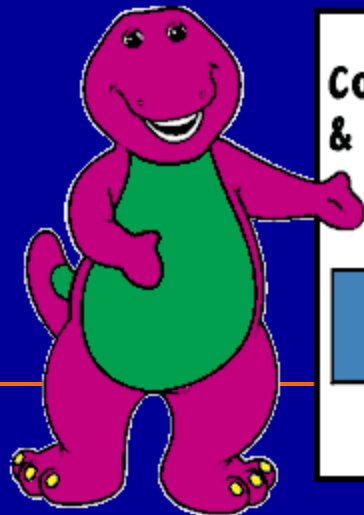
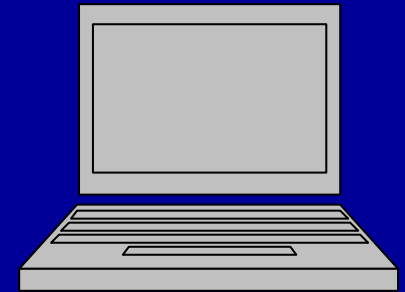
## Values

- **Skeptical**
- **Self-reliant, survival**
- **Friends as family**
- **Balance**
- **Risk and adventure**

# GENERATION X

## Work

- Skills oriented
- Independent
- Creative
- Straightforward
- Freedom
- Informal
- Technology



## Colors, Shapes & Numbers Matching

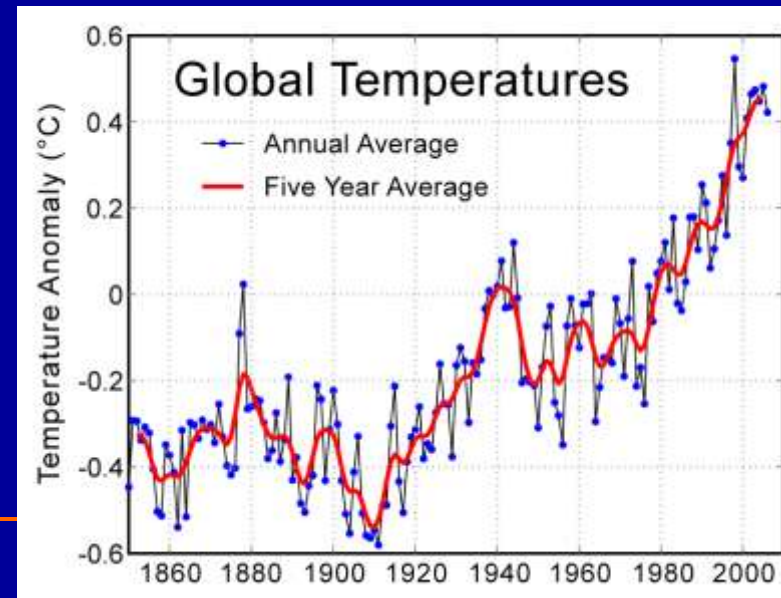


Match the colors,  
numbers and shapes  
in each picture.



## What shaped them?

- **Early Influences**
  - Schedules/parental involvement
  - Reinvestment in childhood
  - Internet and technology
  - Multicultural
  - Situational ethics
  - Self esteem movement
- **Later Influences**
  - Uncertain future



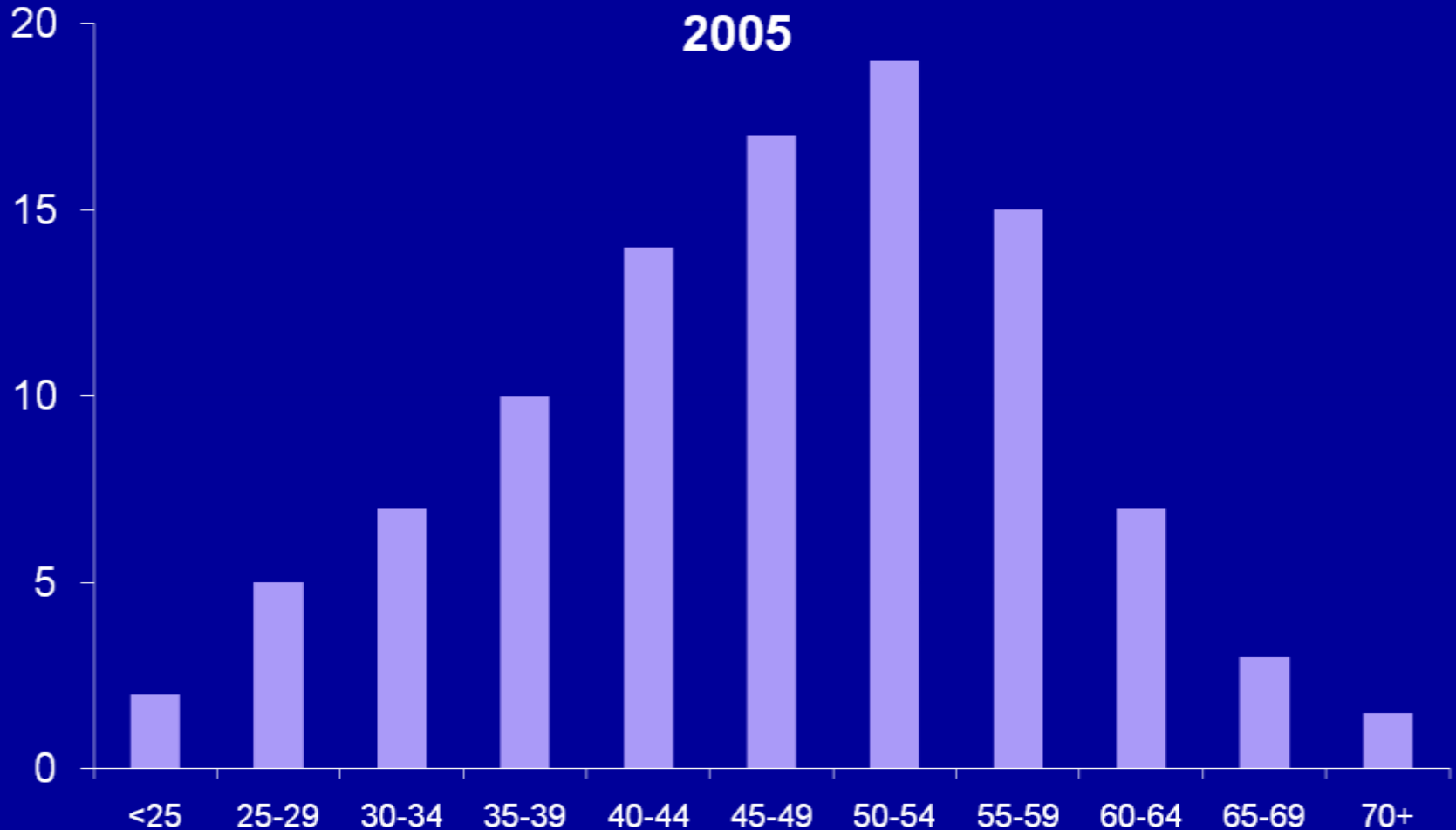
# Values

- **Honesty and integrity**
- **Team players**
- **Believe can make a difference**
- **Civic investment/social responsibility**

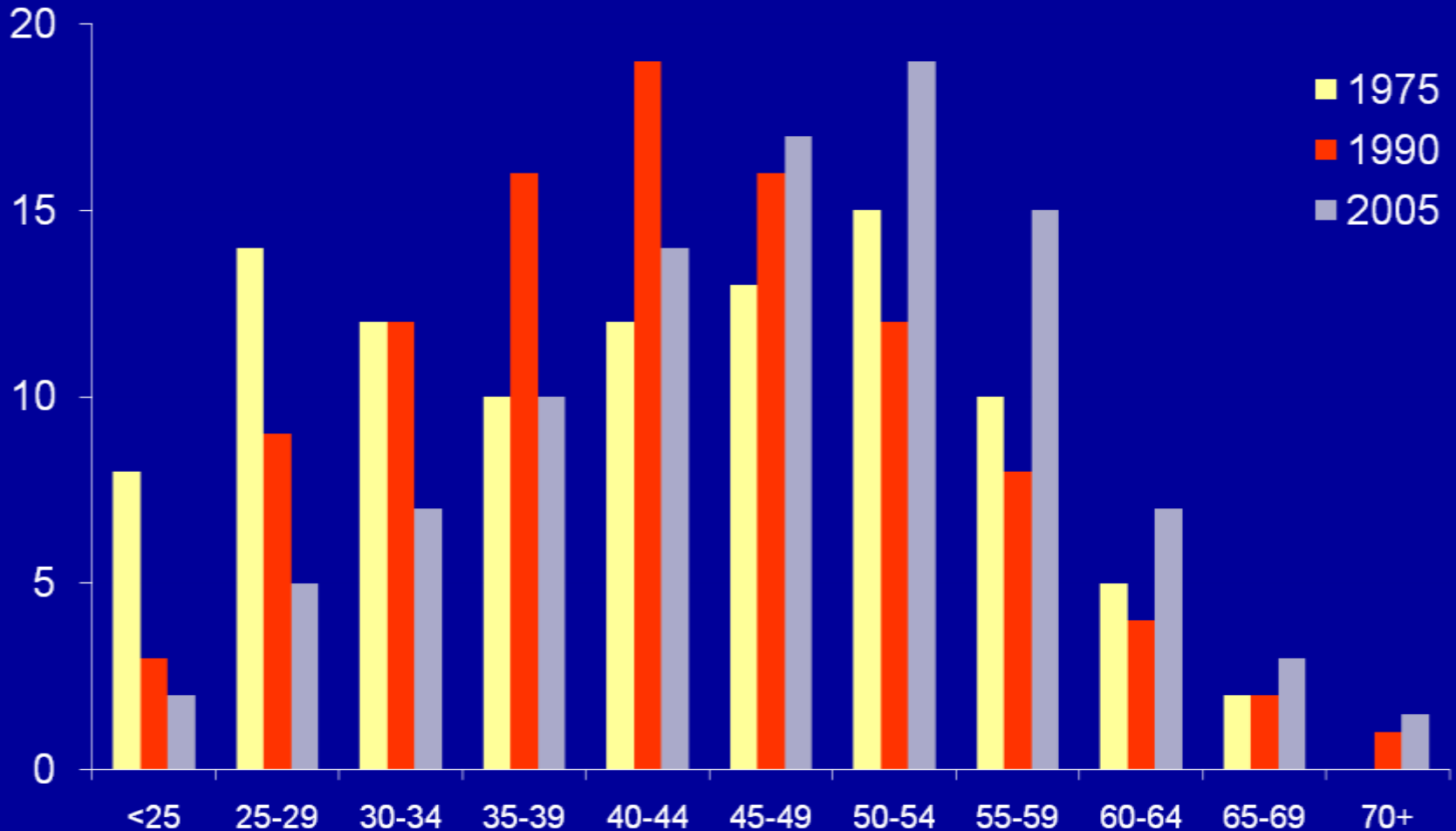
## Work

- **Multitasking capability**
- **Technologically savvy**
- **High self expectations**
- **Options**
- **Boundaries**
- **Specific instructions**
- **Need strong leadership/supervision**
- **Don't process failure or criticism well**
- **Fun**

# Age Distribution of Full-Time Permanent Federal Civilian Employees



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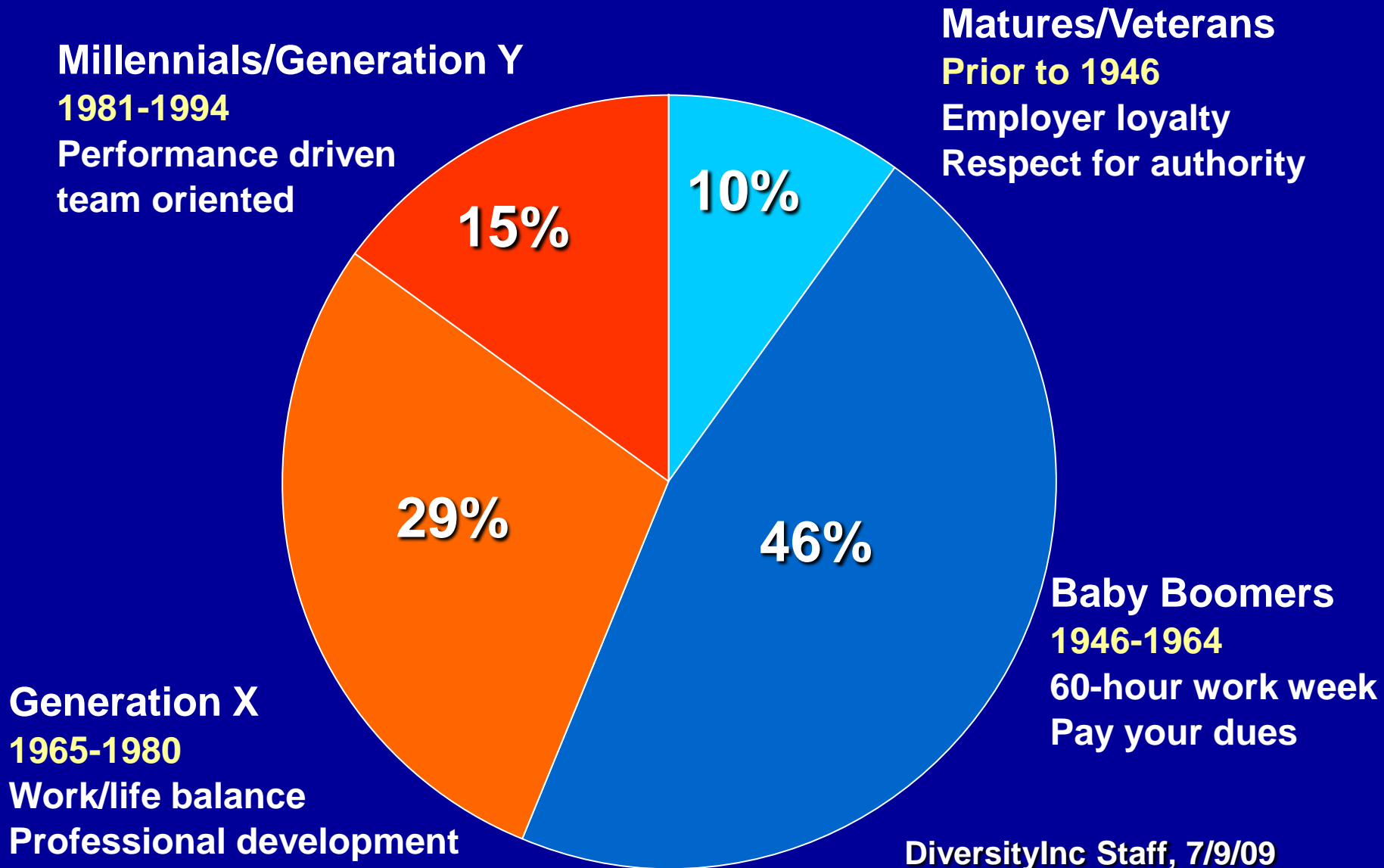


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# Your Work Life

- What group is the largest in your agency/workplace?
  - What group is the largest in your workgroup?
  - What group is the largest in your patient population?
  - What is important to each?
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# Four Generations in The Workforce



DiversityInc Staff, 7/9/09

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# Optional Case Studies

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# What Will You Do?

- Your section is composed of “thirty-somethings” and “fifty-somethings”. The younger group believes that if the work gets done, that is all that matters. When it is done, and done well, they look to do other things. The older group is incensed by the younger group's lack of commitment. They believe in "a day's pay for a day's work" and believe the younger group should find something productive, which the younger group says is similar to "making their work fill the time allotted."

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- What are the obvious and underlying issues in this situation?
  - What are the emotions and feelings?
  - Where might there be conflict or disagreement?
  - What actions can you take, if any, to address this situation?
  - How can the organization best address this type of situation?
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# What Will You Do?

- You have just made division chief, after years of very hard work. You have given your work your life. You want to increase productivity, but you seem to be the only one who is staying after hours. Although they are professionals, your staff is more focused on getting home to take the kids to soccer practice or to coach a team.
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# What Will You Do?

- Your new employee pushes the envelope on the dress code and occasionally on punctuality, too. She is always in contact with her friends by cell phone and text. Your other employees are amazed at what “she gets away with.” She is technically excellent and can more than handle her work load.
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# What Will You Do?

- Your new boss is a great person and a friend, who lives and breathes work. She has waited a long time for this promotion and she works long hours and you feel like she expects you to, also. The rest of the staff has made it clear that they aren't going to stay extra and you know the boss is disappointed in them and that bothers you. You feel guilty when you go home on time (and see your boss staying and working) and guilty when you stay late (and know your family is waiting for you).

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# What Will You Do?

- Your chief is a by-the-book supervisor, 25 years your senior. Following policies strictly appears to be consistently more important than getting the “right” job done. While he occasionally eases his grip on every action taken, he is sure to catch himself within the next week and clamp down on any decisions being made without first consulting him. You can understand his adherence to regulations. But his lack of flexibility has proven counterproductive more than once.
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