

# Solving the Puzzle of Generational Differences

Presented by:

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“They are described as smart, coddled and civic-minded, as team players and techno-wizards. They are the Millennials, the newest generation of employees, and they are rewriting the rules of employee engagement.”

*-Carolyn Hirschman,*

*Human Resource Executive*

## Objectives:

- Learn the four different generations and their characteristics
- Explore the characteristics of the Millennials
- Establish strategies to communicate, motivate, and retain each generation more effectively
- Identify skills and techniques to equip the next generation of leaders

“In the fall of 2000, the first Millennials came to college. College officials began noticing surprising new trends – from the frenetic competition over college admissions to the hovering “helicopter” moms to the many young people who are careful long-term planners to the rising media attention on all aspects of college life. The larger 1990’s – born cohorts of this generation are now arriving on America’s campuses, and will continue to transform the world”

*-Neil Howe & William Strauss,  
Millennials Go to College*

## Generational Research

In Generational Research, there is a term used when studying and categorizing specific generations. The term is Generation Cohorts. A Generational Cohort includes the same \_\_\_\_\_ years and the same stage of \_\_\_\_\_.

Generations are placed into two specific cohorts. The first cohort is shaped by the \_\_\_\_\_ years (ages 8 to 13 years of age) and is affected by childhood events and the world around us. The second cohort is shaped by the coming of age years (ages 17 to 23 years of age) and is affected by life events and the \_\_\_\_\_.

Because generations share a place in history and have world events and experiences in common, they develop their own unique personality.

<p><b>What Creates a Generation?</b></p>	<p><b>List three events that you believe helped shape the personality of YOUR generation...</b></p>
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# What are the generations?

## Generation X

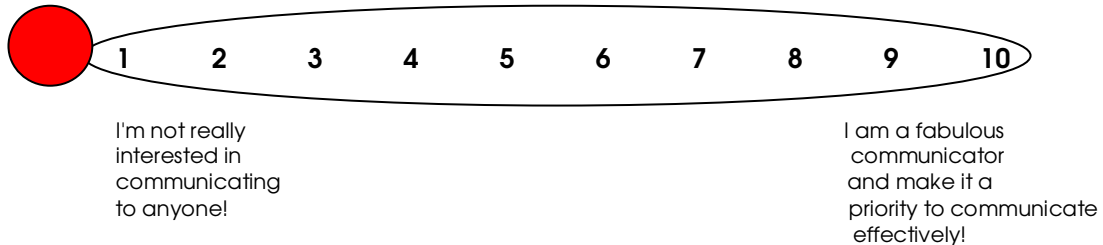
## Millennials

<p><b>Definition</b></p> <p>1965 - 1981 28 – 44 years of age ___ % of the workforce</p>	<p><b>Definition</b></p> <p>1982 - 2002 7 – 27 years of age ___ % of the workforce</p>
<p><b>Characteristics</b></p> <ul style="list-style-type: none"><li>**Latch-Key Kids</li><li>**Attention Deprived</li><li>**Parentally Neglected</li><li>**Challenger Disaster</li><li>**Fall of Berlin Wall</li><li>**Madonna &amp; "Friends"</li><li>**"Carpe Diem"</li></ul>	<p><b>Characteristics</b></p> <ul style="list-style-type: none"><li>**Baby on Board</li><li>**Columbine Shootings</li><li>**9/11</li><li>**Hurricane Katrina</li><li>**Cell Phones, Internet, iPod, TiVo, Technology Explosion</li></ul>
<p><b>Managing/Teaching</b></p> <ul style="list-style-type: none"><li>**Want Autonomy to get the job done</li><li>**Need to see how something is useful or will make their job easier</li><li>**Work to Live NOT Live to Work</li><li>**Flexibility</li></ul>	<p><b>Managing/Teaching</b></p> <ul style="list-style-type: none"><li>**Confident &amp; Achievement Oriented</li><li>**Tap into Techno-literacy</li><li>**May not understand Hierarchy</li><li>**Put them in teams whenever possible</li><li>**Give bigger picture...why work is important</li></ul>

In a September 17, 2003 research report, RainmakerThinking, Inc. identified the critical importance of the supervisor in the workplace. According to Rainmaker, "The day-to-day \_\_\_\_\_ between managers and their employees has more impact than any other single factor on employee productivity, quality, morale, and retention."

# WOW!

Take your temperature – How well do you communicate with your employees or students on a regular basis...



## The Workplace and Classroom..

### Traditionalists

Want to know their \_\_\_\_\_ is valued.

The \_\_\_\_\_ of a job well done.

\_\_\_\_\_ feedback is fine.

### Baby Boomers

Also want to know their \_\_\_\_\_ is valued.

Money, \_\_\_\_\_, recognition, the corner office.

Feedback needs to be \_\_\_\_\_.

### Generation X

Looking for \_\_\_\_\_ and flexibility.

\_\_\_\_\_ is the ultimate reward.

Feedback needs to be somewhat \_\_\_\_\_.

### Millennials

Technology and \_\_\_\_\_ are paramount.

Work that has \_\_\_\_\_ for me.

Feedback is best when it is \_\_\_\_\_!

“There is no room for teaching the meaning of work ethic – many kids don’t hear it from their parents – it just isn’t really talked about – kids are just too busy today. So they learn the meaning of work ethic from their first job – and for many, they start their first job much later than when you and I had our first job – many of the managers and supervisors out there are hiring true rookies...they are learning work ethic as we speak.”

- Eric Chester, *Getting Them to Give a Damn*

# So who are the Millennials?

Numerical peak currently at age \_\_\_\_\_

\_\_\_\_\_ million

\_\_\_\_\_ % non-white

\_\_\_\_\_ % live in a single parent home

\_\_\_\_\_ % have mothers working outside the home

\_\_\_\_\_ % have volunteered

\_\_\_\_\_ % want to go to college

- Special
- Protected
- Confident
- Team-Oriented
- Achieving
- Pressured

Like every generation, the Millennials can be defined by their self image, by their beliefs and behaviors, and by their location in history. All of these attributes are in turn shaped by older Americans who themselves belong to prior generations. An ancient circle is at work: Generations are created young by history, and go on to create history in their turn.

“The hardest thing about managing this group is using your power to keep them engaged. Use your power to change the rules; then your power will come from your credibility, not your position.”

-Trudy Sopp, Co-Executive Director of the  
Centre for Organization Effectiveness

## Special

- “ \_\_\_\_\_ ” to both Millennials & their parents
- More faculty office hours
- Mentoring
- Continuous feedback
- Let student know \_\_\_\_\_ will pay off
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## Protected

- Provide \_\_\_\_\_ safety
- Focus recruiting on local students
- Offer health services/counseling
- Expect scrutiny from parents and the media of what goes on in the classroom
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## Confident

- Positive recruiting messages
- Combat grade \_\_\_\_\_
- Emphasize the practical career & salary outcomes your education delivers
- Let students take risks with new ideas
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## Team-Oriented

- Strong peer influence with recruiting and outreach
- Be mindful of \_\_\_\_\_
- Take advantage of Millennials love of group work
- Political participation high
- Move away from lecture only
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## Pressured

- Reassure students and parents that no one will get ‘lost’
- Stress management
- Reduce the number of early morning classes
- Provide ‘hang-out’ places on campus
- “ \_\_\_\_\_ Contracts”
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## Achieving

- Provide opportunities for students to engage in professional level activities
- Spell out \_\_\_\_\_ goals and define objectives and strategies for success
- Frequent feedback
- Publicize more than just academics in recruiting efforts
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Founded by Virginia Boyar, PhD and Dina Cipollaro, MA, LPC, Fundamental Training Solutions specializes in innovative and interactive customer service and leadership training for all levels of employees. Additional services include executive coaching, customer service consultation, and creative facilitation of meetings and retreats. FUNdamental Training Solutions will customize training sessions to suit your business needs and is dedicated to bringing your organization to the next level of excellence.

### **Our Mission**

To make a difference in employees' lives by giving them the tools they need to become compassionate leaders and service professionals.

### **Our Values & Beliefs**

- Every employee has value and is part of a very important service chain.
- People are generally compassionate and want to provide exceptional service.
- Service starts at the top.
- Training should be competency-based and FUN.

### **Trainer Bio**

**Dina Cipollaro, MA, LPC**, is a trainer, consultant, and adjunct faculty member in the areas of hospitality and the art and science of work styles and leadership. Well known for her innovative approach to training, Dina has a Masters degree in Counseling and Educational Psychology and was the Internship & Outreach Coordinator at Lake Tahoe Community College. Dina brings fifteen years of human resources experience and a fresh approach to all her training sessions. A certified "True Colors" facilitator, Dina excels at creating energetic training workshops that both inspire and entertain.

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