



Asheboro/Randolph Chamber  
2022 Retreat  
October 20, 2022



“I help businesses improve their performance through the development of their greatest asset, their people.”



A NEW KIND OF  
**DIVERSITY**

Making the Different Generations on Your Team a Competitive Advantage

**TIM ELMORE**





GQ  
Generational Quotient©



<https://maxwellleadership.outgrow.us/gq>

Free Generational Diversity Assessment

## **Each Generation is Shaped by Shared:**

1. Experiences—memorable events and milestones
2. Media messages—music, movies and television shows
3. Tragedies—marking our psyche: fears and hopes
4. Economies—leaving us optimistic or pessimistic
5. Heroes and Villains—who we imitate or avoid
6. Technology—new devices that change communication
7. Policies and Values—that bring a sense of justice

## Five Generations Coming of Age

The Generations	Builders Silent Generation	Boomers Pig in Python Generation	Busters Generation X	Millennials Generation Y	Homelanders Generation Z
Era they were born	1929-1945	1946-1964	1965-1982	1983-2000	2001-2015
Life Paradigm or Narrative	Be grateful you have a job	I deserve better	Keep it real	Life is a cafeteria	I'm coping and hoping
Attitude to Authority	Respect them	Replace them	Endure them	Choose them	Not sure I need them
Market	Goods	Services	Experiences	Transformations	Reinventions

It's Easy to Stereotype.

Our goal is not to stereotype  
but to understand.

# Do You Feel the Disconnect?



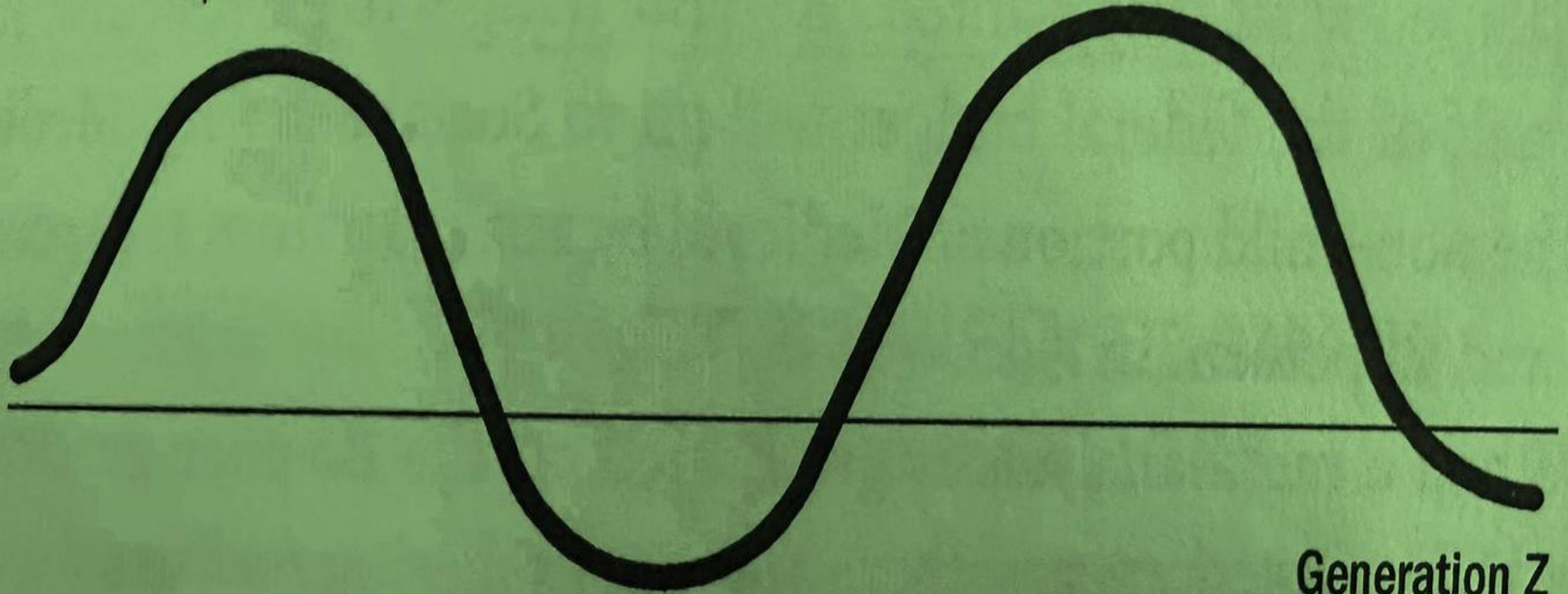
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<b>The Silent Generation/Builders 77 years old to 92</b>	<b>Generation Z 7 years old to 21 ish</b>
Two Economic Slumps (1929-1939)	Three economic Slumps 2001-2020
Suicide rates Increased	Suicide rates increased sharply
Food became scarce for millions	Meat became scarce for millions
Unemployment rose to 25%	Unemployment rose to nearly 19%

**Baby Boomers**  
Pop. 76 Million

**Millenials**  
Pop. 80 Million



**Generation X**  
Pop. 46-47 Million

**Generation Z**  
Pop. 59 Million

# Connecting and Leading Baby Boomers

- Recognize their experience and expectations
- Ask them to share their past roles. Show appreciation for what they offer
- Allow them to take charge of a significant responsibility, if they are willing and able
- Give them we'll space and resources. Don't micro-manage
- Call on them to give back and coach others
- Remind them of their younger years when they get impatient

# Connecting and Leading Baby Busters

- Listen and communicate understanding. Build a genuine relationship
- Allow them to function out the conventional office
- Be brutally honest with them. They know life is tough. Don't pretend it isn't
- Furnish a meaningful cause to embrace; let them lead
- When you give them boundaries, keep them minimal and explain them
- Influence through your relationship, not your position

# Connecting and Leading Millennials

- Create incentives for them. Clearly explain the WHY and behind her tasks
- Micromanage at first, the like consistent feedback
- Listen to their ideas, they want to upload their ideas, not just hear yours
- “Gamify” the tasks and goals. Find ways to create competitions with peers
- Launch a mutual mentor initiative, and match them with older colleagues so they can both add value
- Communicate the importance of their work, and connect the dots between their task and the goal.
- Tell them the truth, some may have never been criticized in a gracious manner
- Celebrate any and ALL progress, they need to see improvement in their work
- Mentor more than manage, relate to them as a coach more than a critical boss

# Connecting and Leading Generation Z

- Listen to them and affirm their dreams and goals
- Provide them with a sense of purpose as they perform, even with menial tasks
- Give them short-term commitments they can keep and put wins under their belt
- Help them to focus on one meaningful objective and pull it off
- Encourage them to simplify their life and remove some self-imposed pressure
- Discuss personal values with them and help them become value driven
- Build a relationship with them before expecting trust

# Connecting and Leading Generation Z

- Express both high expectations and high belief in them.
- Give them short-term projects to help them see they are contributing to the overall mission
- Include them in brainstorming meetings and ask for their input and their “hacker” insights
- As they demonstrate responsibility and results, allow them to work from anywhere
- Let them “own” a project along with the responsibility and authority that comes with it
- Ask them to learn something new from a builder or boomer weekly! But explain why that will help them!

GoodHire Study of Full-Time workers 2021,  
equal number of Boomers, Gen Xers,  
Millennials and Gen Zers



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