During the break, please complete the entire front page of the *Values & Influence Assessment* which you received in your conference materials.
Riding the Wave: Capitalizing on the Velocity of Change

44th Annual ECC Conference
Making a Change: 4 Phases

1. awareness
2. awkwardness
3. skill
4. habit
<table>
<thead>
<tr>
<th>Generation</th>
<th>Born</th>
<th>Population</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>WWII Generation</td>
<td>Before 1940</td>
<td>2 million</td>
<td>Less than 1%</td>
</tr>
<tr>
<td>Baby Boom Generation</td>
<td>1940-1960</td>
<td>36 million</td>
<td>24%</td>
</tr>
<tr>
<td>Generation X</td>
<td>1960-1980</td>
<td>68 million</td>
<td>44%</td>
</tr>
<tr>
<td>Millennial Generation</td>
<td>1980-2000</td>
<td>48 million</td>
<td>31%</td>
</tr>
</tbody>
</table>
Select your generation...

1. WWII Generation, born before 1940
2. Baby Boom Generation, born 1940 to 1960
Your Employee Demographics

• WWII Generation (in their 70s & 80s)
• Baby Boom Generation (50s & 60s)
• Generation X (30s & 40s)
• Millennial Generation (teens & 20s)
Today 4 distinct generations work side-by-side...

1. What challenges can this mix of generations create?
2. What are the possible benefits?
Actual Generation...

- vs. Generational Values
Scoring the VIA

Put an X along the Birth Year line to represent your actual birth year.
Your Values Group

1. WWII Generation Values
2. Baby Boom Generation Values
3. Generation X Values
4. Millennial Generation Values
WWII Generation Values

- loyal, dependable, conservative
- built the foundation
- clear chain of command
- leaders who take charge
- clear directions, written job description
- symbols that recognize service & loyalty
Baby Boom Generation Values

• competitive team players
• strong work ethic
• relationships & trust
• democratic, non-hierarchical organizations
• opportunities to influence & lead
• insider information
Generation X Values

- self-reliant, direct, results-focused
- flexibility & independence
- seeing work-life balance
- options: scheduling, work style, benefits
- often prefer to work on their own
- freedom to do the work in their own way
Millennial Generation Values

- positive, collaborative, ambitious
- high expectations for themselves
- upbeat & social
- collaborate with bright, creative colleagues
- plenty of questions
- constructive feedback, immediately
The Blind Side

WWII Generation
out-of-touch, unwilling to change

Baby Boom Generation
judgmental, overambitious, demanding
Generation X

abrupt, cynical, uncommitted to the team

Millennial Generation

overconfident, unrealistic, hypersensitive
Your Challenge Group

- WWII Generation Values
- Baby Boom Generation Values
- Generation X Values
- Millennial Generation Values
The Titanium Rule

Do unto others keeping *their* preferences in mind.
Mixed-Generation Teams

- Allow Gen Xers to work in ways that make sense to them.
- Put experienced colleagues into 2-way mentoring relationships.
- Find ways to reward knowledge transfer.
- Be available via text messaging to answer younger colleagues’ questions.
Thank you!

We’d truly appreciate it if you would leave us page 2 of the *Values & Influence Assessment*. We’re collecting data for research purposes.
Riding the Wave
CAPITALIZING ON THE VELOCITY OF CHANGE
44th ANNUAL ECC CONFERENCE