

# Leading Businesses, Families Through Generations

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# Evolution

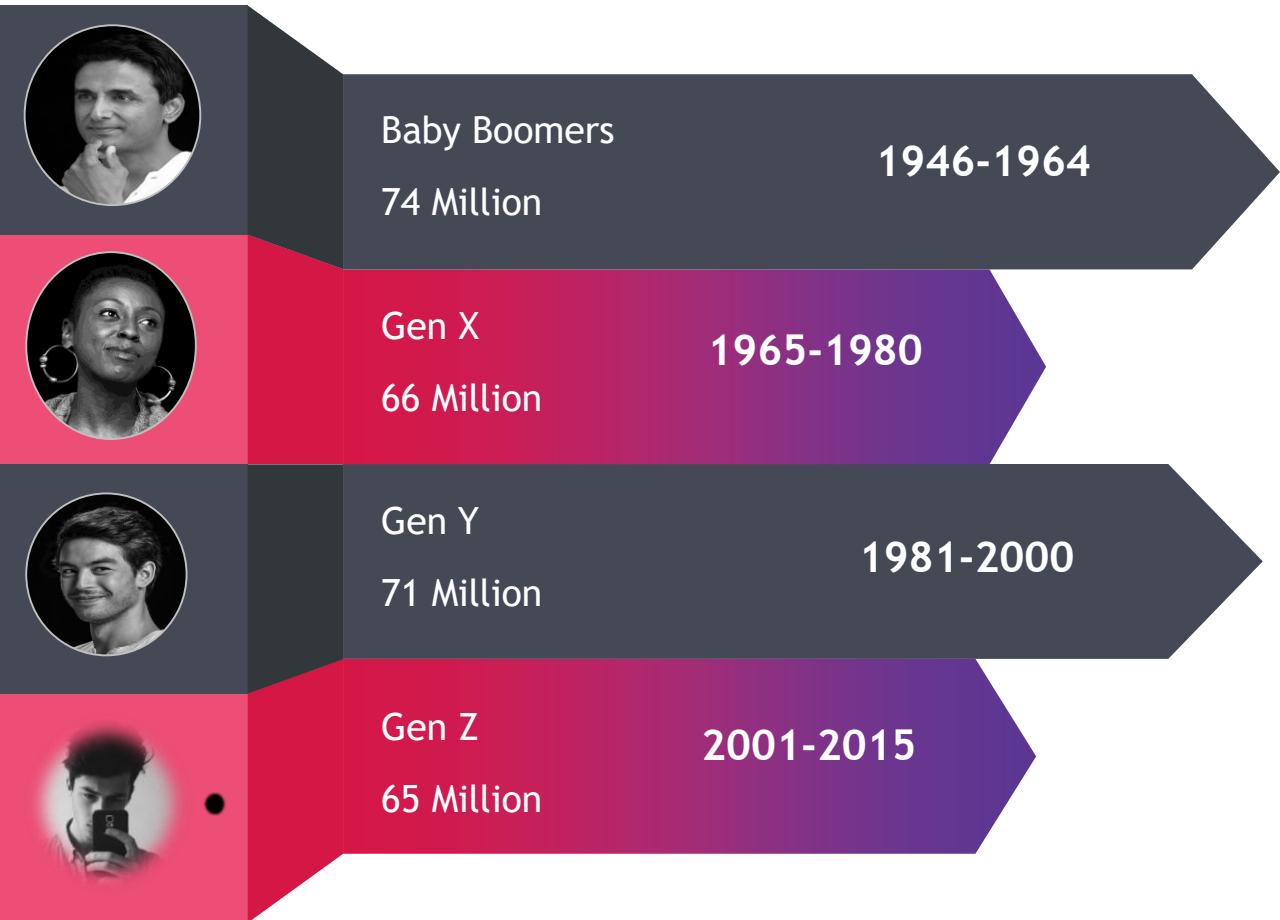


# WELCOME

“ Voluntary  
Generation Profiles  
Equally Abusive ”



# Generation Segments



Baby Boomers  
1960-1978



Gen X  
1979-1994



Gen Y  
1994-2014



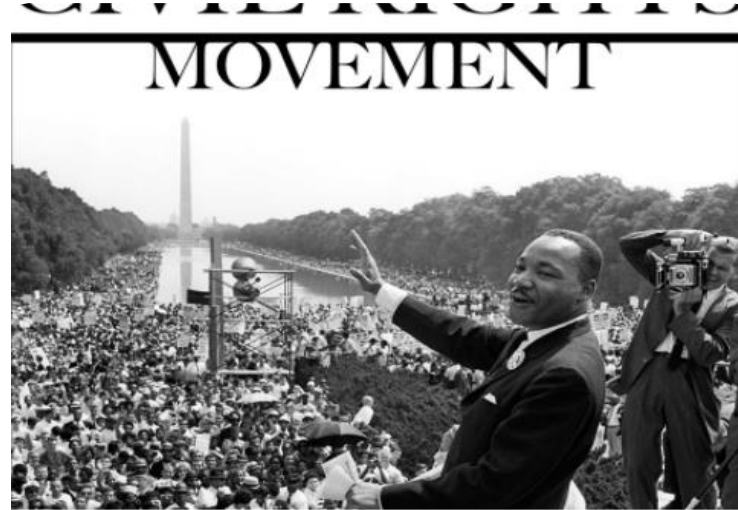
Gen Z  
2015-2029

# Baby Boomer

1946-1964



1965-1973



1954-1968

1960-1978



1960's



# Gen X

1965-1980



January 26, 1986



October 2, 1995

1979-1994



# Gen Y

1981-2000



September 11, 2001



April 20, 1990

1994-2014



April 19, 1995



# Generational Phrases

## Baby Boomers

Groovy

Bone To Pick

Bad Egg

Out of sight

Going Steady

Bummed Out

Dig

Catch you on the Flip Side

Cool

## Gen X

Radical

Radical

Dude

Exxxxcellent

Take a Chill Pill

Gnarley

Copacetic

Peace Out

Like

Awesome

Boom Box

## Gen Y

???

I'm over it

All

Catfish

LOL

Throwing Shade

I Can't Even....

YOLO

PreGaming

Lit

Hustle

Smh

Salty



“ So what???”



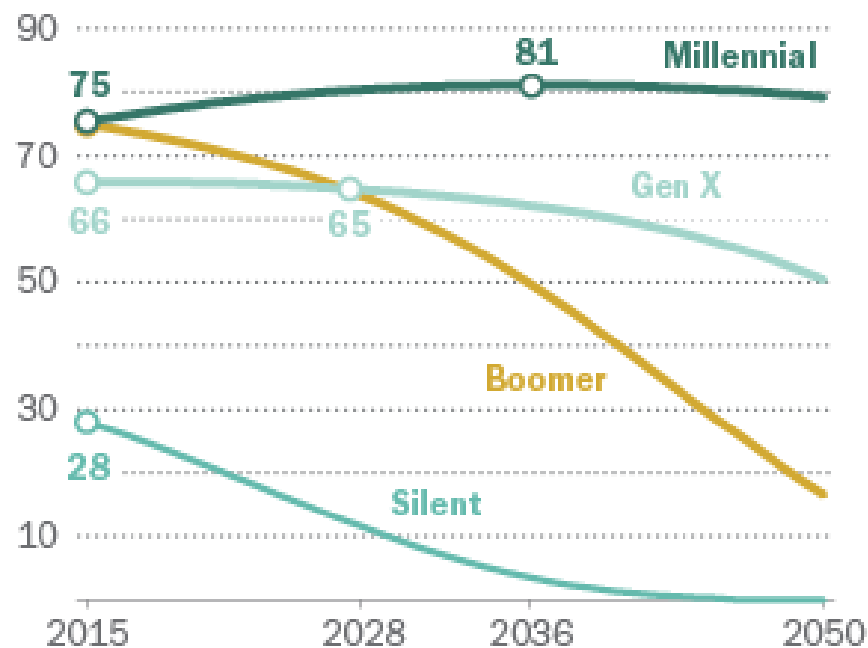
# Current Unemployment

Alabama	5.4
Arkansas	3.8
Louisiana	5.8
Mississippi	5.0
Missouri	3.9
Tennessee	4.7
Texas	5.0



## Projected population by generation

*In millions*



Note: Millennials refers to the population ages 18 to 34 as of 2015.

Source: Pew Research Center tabulations of U.S. Census Bureau population projections released December 2014 and 2015 population estimates

PEW RESEARCH CENTER



### Shapers

Birth Rate  
Robust Economy  
TV  
Rock and Roll  
Vietnam  
Civil Rights  
Stop Drop and Cover



### Motivators

Work hard and get ahead  
Competitive  
Loyal  
Live to Work



### Connectors

Respect your elders  
Look at how you dress  
We watch how you treat people  
Promptness/Manners  
Neatness  
We listen to how you speak

**RESPECT Us**

## Baby Boomers

1946-1964

# Baby Boomers

## How They Show Up

Value Face Time  
Self Reliant  
Independent  
Like Challenging projects

Strong work ethic  
Need for recognition for  
their achievements  
Do not like change



## Shapers

Smaller generation than boomers

“latch key children”

23% Interest rates

Jobs going global

Layers of mid management eliminated

Efficiency



## Motivators

Work as hard as I have to in order to enjoy life

Always looking for opportunities to learn and enhance skills

Individual

Do what needs to be done most efficiently  
(Results)



## Connectors

How you:

Communicate: Primarily written, grammar, No ALL CAPS, Do not yell, Do not interrupt

Conduct yourself: Promptness, Politeness

Your attitude: Anger, disrespect, overly negative

Your attire:

Hygiene/respect for policy

# Gen X

1964-1980

# Gen X

## How They Show Up

Appreciate being mentored by boomers  
Value collaboration  
Fight to keep work/life balance  
Can easily adapt to Plan B

Feel underappreciated  
Squeezed  
Like to question assumptions  
The sandwiched generation  
Entrepreneurs



## Shapers

Largest generation  
Technology / media,

Boomer parents over emphasized Self Esteem

911

Planned playdates as children

Expected Toy with meal

School as team rather than individual

Goody Bags

Global economic competition

Computers



## Motivators

Work, but make a difference

Just put the score on the screen so there is instant feedback

If it doesn't make sense to me I will assume it is just a guideline

## Gen Y

1981-2000



## Connectors

Respect for everyone in the workplace

Age doesn't matter

Respect resembles friendly, Diversity



# Gen Y

## How They Show Up

Are social generation

Collaboration and Cooperation, including the expectation to collaborate on brands

Passionate about values, including company values

They expect to work in communities

Netflix generation

Learn New Skills

Meaningful Work

Connect to a larger purpose

Digital Natives

Used to overachieving academically

Multitasking

Strong commitments to community

Make new friends

Want a road map to success

Optimistic



"We find our younger employees respond better to 'try to beat your high score,' than 'we need to increase profits.'"



# Gen Z

2001-2015



Shapers

Influenced by Social Media



Motivators

Most accepting generation, Communication primarily digital, Emoji, Causes

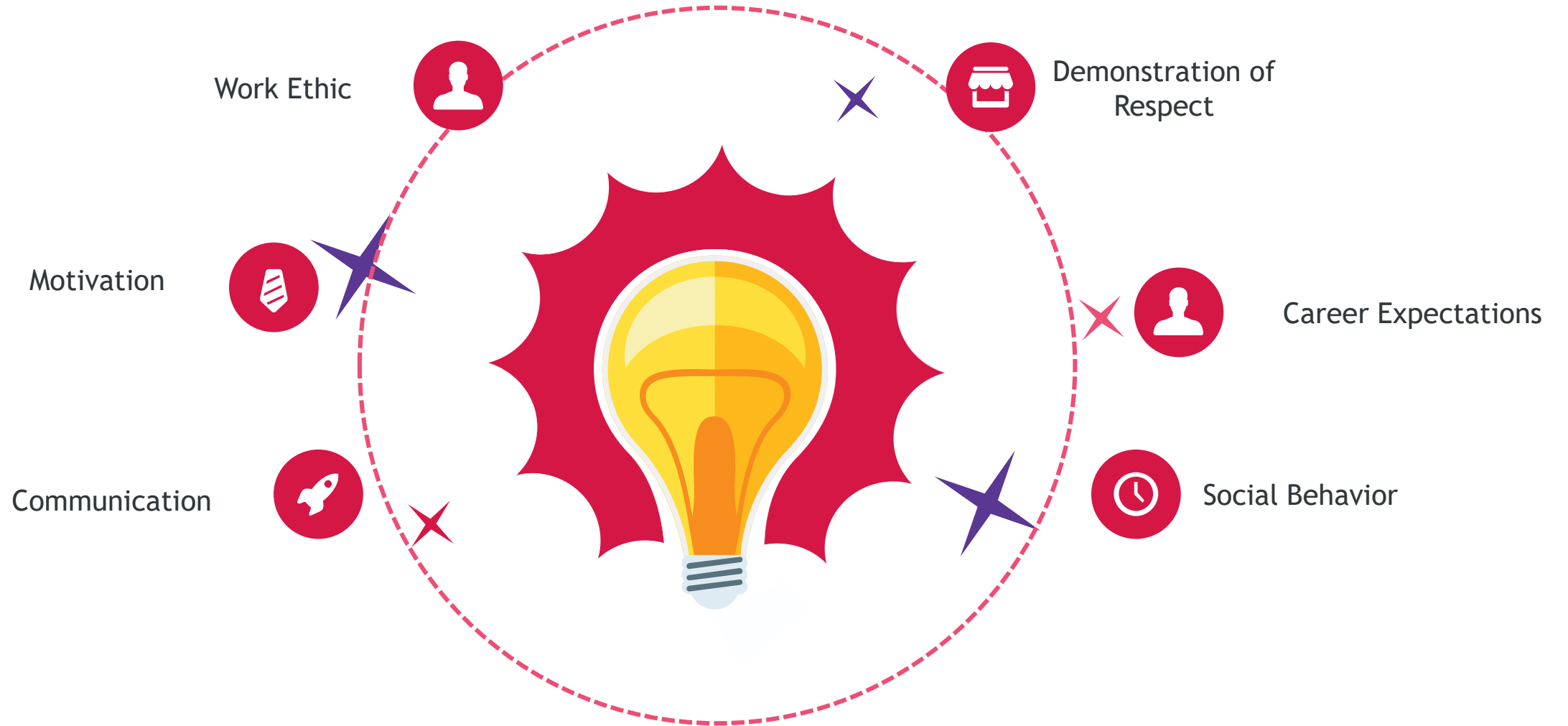


Connectors

Sustainable

Green

# Clash Points



# Work Ethic

## BB

An honest days work for an honest days pay. Show up early, stay late, and exceed expectations. At the very least, show up on time and try.

That a job worth doing, is worth doing well. It is a direct reflection of what you are capable and willing to do.

## Gen X

Accomplishing tasks at hand in an Ethical, Legal and timely fashion. Not afraid to get your hands dirty when needed.

Using your skills and time to produce quality products for the company. Striving to give your best efforts to produce a quality product whether that is a report, spreadsheet, or the best cut meat. Not just putting in time but trying to do your best work.

## Gen Y

The dedication to executing the expectation of one's role in a manner that meets or exceeds the mission and culture of the organization.

Doing your job to the fullest and try your very hardest. Work is not a race its a marathon. You should always be moving-but remember the finish line can't always be seen.

# What Motivates You

BB

Gen X

Gen Y

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Pride, others that look to me to make things happen, the life style that it affords me

My work ethic.

Pride and Fear

The respect of my peers and advancement in the company. I've always been taught to do an honest days work for an honest days pay.

Results and money

I am self motivated. Pride.

Our brand is my job, so our brand is me.

Good work is hard to get from people in todays work force so when you get it, there needs to be some type of communication from upper management to let the employee know they notice it.

# Summary

## Baby Boomers



## Gen X



## Gen Y



Show Respect  
Appreciate their knowledge/skills  
Display Their Work Ethic  
Be Prompt  
Be Neat  
Ask for their Advice  
Do Not talk about “I”

Talk Results/Efficiency measures  
Include conversation around their hobbies  
Be prompt in reply  
Include Them

Appreciate what experience and knowledge they have  
Don't assume lack of knowledge  
Guide them  
Teach them/Develop  
Listen to them  
Include them  
Encourage the questions  
Make things mobile  
Make Problem Solving fun and Challenging  
Be Optimistic  
Let them be Innovative