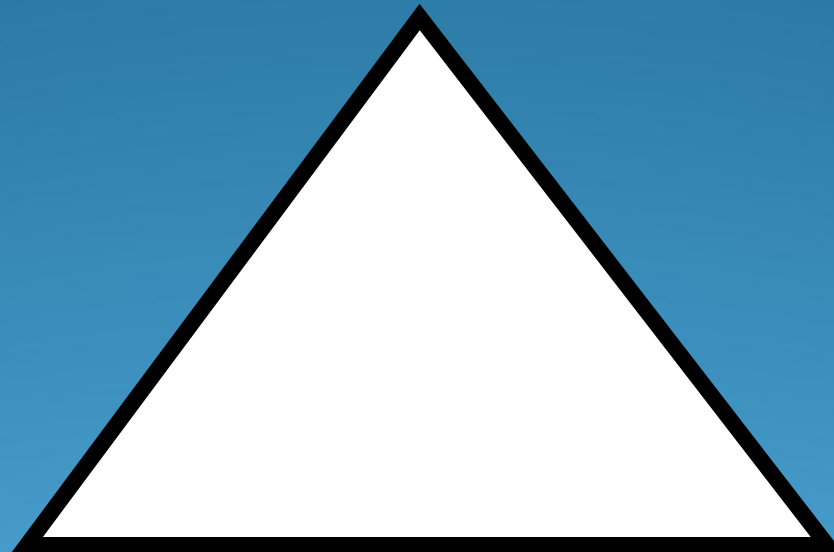


NHRMA Conference & Tradeshow October 2, 2009

Bridging the Generation Gap:
Part of the Diversity Conversation

P - I - O Model

PERSONAL



INTERPERSONAL

ORGANIZATIONAL

Objectives

- Understand the connection between age, race and other dimensions of diversity
- Identify how the age conversation effects organizational success
- Examine how each age group approach workplace tasks and responsibilities

Evolution of Diversity

- Equal Employment Opportunity (EEO) / Affirmative Action (AA) - Legislation
- Managing Diversity - Policies and Procedures
- Valuing Diversity - Engaging in the process
- Leveraging Diversity - Serving diverse customers and markets

"Diversity is a journey, not a destination."

Roosevelt Thomas

Dimensions of Diversity

Age

Race

Ethnicity

Educational Background

Gender

Religious Differences

Class

Geographic Location

Levelism

Sexual Orientation

Physical Ability

Work Group

Style

Definition of Inclusion

- To belong to
- To feel a part of
- Not to be discounted or overlooked

Four Generations in the Workplace

Traditionalists
Baby Boomers
Generation X
Millennials

TRADITIONALISTS

Silent Generation
Veterans

1920s to mid 1940s



BABY BOOMERS

1945 to 1960



GENERATION X

1960 - 1980



MILLENIALS

Gen Y

Nexters

Gen Next

Neters

Echo Boomers

1980 to present



Where do you fit?

- When were you born?
- What generation do you identify with most strongly
- What is one of the most important historical events that has shaped your values, beliefs, and worldview?

Significant Historical Events 1930 - 1940

- Empire State Building was constructed in fourteen months
- FDR elected president in 1932
- Citizens were dealing with the Great Depression as a result of the 1929 stock market crash

Significant Historical Events 1940 - 1950

- Pearl Harbor was bombed
- United States entered World War II
- Jackie Robinson broke the color barrier in major league baseball

Significant Historical Events 1950 - 1960

- Equal Pay Act was passed
- Rosa Parks refused to move to the back of the bus in 1955

Significant Historical Events 1960 - 1970

- Assassinations of John and Bobby Kennedy and Martin Luther King Jr.
- USA entered the Vietnam war
- Race riots
- Our first astronaut walked on the moon

Significant Historical Events 1970 - 1980

- Water Gate scandal
- President Nixon resigned from office
- Apple computer markets PCs

Significant Historical Events 1980 - 1990

- John Lennon shot and killed
- President Reagan inaugurated, shot
- Challenger tragedy
- Fall of the Berlin wall

Significant Historical Events 1990 - 2000

- Operation Desert Storm
- Rodney King beating captured on video tape
- Oklahoma City bombing
- Columbine shooting
- .com industries

Significant Historical Events 2000 - present

- 9/11
- War in Iraq
- Corporate business scandals (Enron, Tyco, Arthur Anderson)
- First person of color elected as President of the United States
- Government bail outs

Workplace Contrasts

Respect: past / present

Loyalty / flexibility

Success / significance

Boundaries / expectations

Four Critical Issues

Power

Privilege

Purpose

Provision

Five Methods for Working Together Effectively

- Create a positive climate for dialog
- Converse with each other respectfully
- Listen with empathy
- Work together for the common good of the organization
- Recognize and appreciate different perspectives