



Creating a Versatile Workplace Appreciating Generations

Generation Characteristics	Specific Feedback Strategies
Baby Boomers Born: 1946-1965	
<ul style="list-style-type: none"> • Hard working • Sometimes perceived as “greedy, materialistic and ambitious” • Willing to sacrifice family for work • Seeks direction, gives direction • Guided by rules • Disciplined • Loyal • Long career, few jobs 	<ul style="list-style-type: none"> • Appeal to their loyalty to the organization. • Align expectations with their goals. • Acknowledge their experience and reinforce their value. • Remind them that we all are focused on learning, regardless of our age. • They like to know what to expect and when.
Generation X Born 1965 - 1980	
<ul style="list-style-type: none"> • Need work/life balance • Paid time off is more important than salary • Little loyalty • Global mindset • Cynical • Entrepreneurial • Not willing to sacrifice life for career • Independent 	<ul style="list-style-type: none"> • Focus the feedback on the organization’s success and how their actions can influence an outcome. • Tap into their entrepreneurial spirit, solicit their ideas. • Give them tangible examples and ideas on how to improve. • Offer developmental opportunities. • Reward quick improvements based upon feedback.
Generation Y Born 1981 - 1994	
<ul style="list-style-type: none"> • Largest workforce group • Achievement focused • Sophisticated, technology wise • Love having fun, sociable • Civic duty • Self-confident • Need to know “Why?” • Eager for feedback • Need work/life balance • Impatient job hoppers • Optimistic 	<ul style="list-style-type: none"> • Explain the WHY. • Leverage their desire to perform well. • Provide real time feedback. • Explain that their advancement will be slow and steady.(Count on repeating this often.) • Speak to them as a peer, not a child. • Link their behavior to their long-term success.
Generation Z Born 1995 - 2015	
<ul style="list-style-type: none"> • Disruptive – will advocate for change • Digital natives • Strong core values • Diverse • Hardworking and well-educated • Socially minded and creative • Collaborative • Thinks about money, retirement • “The loneliest generation” 	<ul style="list-style-type: none"> • Give feedback face to face. • Appeal to their strong sense of core values. • Help them see the social/community benefits from their contributions. • Provide innovative solutions for professional development and training. • Involve them in their own development and problem solving.