

# **“Perspectives, Values and Issues Across the Generations Implications for Learning”**

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# Pigeonholing

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**If this information is used to  
pigeonhole people,  
it will become a dangerous weapon.**

**When we use it to ask ourselves,  
“How can I be more effective?” or  
“How can I better understand behavior?”  
it can be a valuable tool.**

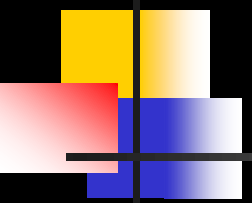


# Key Demographics

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**In 1900 there were 13 million people in the U.S. over the age of 45—today, there are nearly 100 million.**

**Fastcompany, 2004**



# Six Trends Affecting the Multi-Generational Workforce

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- **Trend One: Increased use of new technologies to communicate**
- **Trend Two: Increased expectation for work-life flexibility**
- **Trend Three: Increased expectation for continual development**
- **Trend Four: Increased need for new ways to reward and recognize employees**
- **Trend Five: Increased need to engage the entire workforce**
- **Trend Six: Increased emphasis on innovation**



# Key Demographics

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- **Between 2010 and 2020, 70 million Americans will retire, while only 40 million will enter the workforce.**
- **By 2020 the key age group of employees (ages 25 to 44) will shrink by 3%, while those aged 55 to 64 will grow by 73%, those aged 65 and older will grow by 54%.**
- **The aging workforce is a global issue—by 2050, China will have more people over age 65 than the rest of the world combined.**



# Educational Trends

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- **By 2016, women are projected to earn 60% of bachelor's, 63% of master's and 54% of doctorate and professional degrees.**
- **Forty percent of students reported that the television was their primary source of obtaining news while 34 percent reported that websites were their primary source (newspapers were the primary source for 11 percent and radio for 8 percent).**
- **In 2003 there were more women enrolled in Higher Education than men.**
- **Today's college grads have spent less than 5,000 hours of their lives reading but over 10,000 hours playing video games and over 20,000 hours watching TV.**
- **Grade inflation.**



# Gender Shifts

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- **Women now:**
  - **Hold nearly half of all paid U.S. jobs (49.8%)**
  - **Own 40% of all businesses**
  - **Hold 43% of executive, administrative and managerial positions in the U.S. economy.**

**This narrows the male-female wage gap to its lowest point in history.**



# Key Medical Demographics

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- **The current physician workforce is still dominated by male physicians age 42 and older**
- **Women comprise half of the new medical school graduates for the first time in history**
- **The proportion of physicians, both male and female, who were reported as working part-time increased to 21% in 2010 from 13% in 2005**
- **Gender breakdown: 7% of males worked part time in 2005 - over doubled to 13% in 2010. While 29% of females worked in 2005, this rose to 36% in 2010**





# Work Patterns of Physicians

| Year | Full-Time | Part-Time |
|------|-----------|-----------|
| 2005 | 87%       | 13%       |
| 2006 | 80%       | 20%       |
| 2007 | 81%       | 19%       |
| 2009 | 79%       | 21%       |
| 2010 | 79%       | 21%       |

Published in American Medical News 9/26/11.



# A Generation Defined

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**“Generation” is defined as a group of people who share the same formative experiences. These experiences bind people that are born in continuous years into “cohorts”--a group of individuals that have a demographic statistic in common.**



# Birth Year

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**Most frequently,  
demographers use birth year  
as that common statistic.**



# **Generational Traits, Characteristics and Values Are Not Universally Shared**

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**Not every member of a particular generation will share everything in common with other members of that generation.**



# The Generation Gap

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**The Generation Gap is most apparent in the workplace. Other than the family, it is the place where we interact with our generations.**



# The Challenge May Come from Interactions with

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- Supervisors
- Employees
- Patients
- Client or even a vendor

As with other diversity issues such as **age, gender, ethnicity and race,** examining and understanding generations has become an increasingly important part of maximizing organizational effectiveness.



# **A Few Specific Differences Between Generations Include:**

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- **Communication styles and expectations**
- **Work styles**
- **Attitudes about work/life balance**
- **Comfort with technology**
- **Views regarding loyalty and authority**
- **Learning Styles**



# The Four Generations

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***The Four Generations that remain in the workplace today are:***

- **The Silent Generation (1925-1942)**  
Approximately 63 million
- **The Boom Generation (1943-1961)**  
Approximately 77 million
- **Generation X (1962-1981)**  
Approximately 44 million
- **Generation Y (1982-2000)**  
Approximately 70 million
- **Generation Z (2001 – Present)**





# Approach to Change

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**Silents**

**Ready-Ready-Ready-Aim-Fire!**

**Boomers**

**Ready-Aim-Fire!**

**Xers**

**Ready-Fire-Aim!**

**(Learn – Experiment – Adapt)**

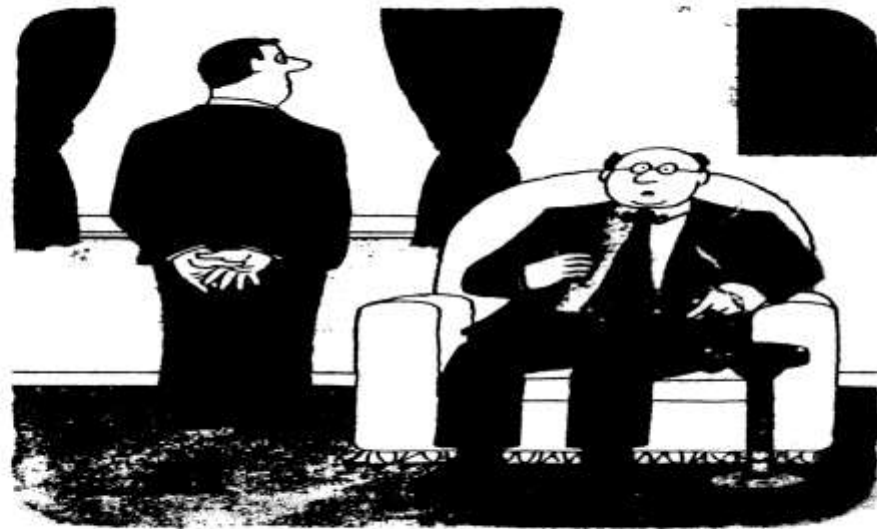
**Ys**

**Fire-Fire-Fire-Aim-Fire!**

# Silent Generation

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LYNNE C. LANCASTER and DAVID STILLMAN



*"I think I've acquired some wisdom over the years, but there doesn't seem to be much demand for it."*

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**"I think I've acquired some wisdom over the years, but there doesn't seem to be much demand for it."  
(Elderly man to younger man at the club.)**

Published in the *New Yorker* 6/14/99.



# **Silent Generation aka**

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- **Veteran Generation**
- **WWII Generation**
- **Seniors**
- **Geezers**
- **Radio Babies**



# Seminal Events

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- **World War II**
- **The Great Depression**
- **The New Deal**
- **Korean War**
- **Rise of Labor Unions**



# Characteristics of Silents

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- **Postpone Gratification**
- **Risk Aversive**
- **Loyal**
  - **Family**
  - **Country**
  - **Job**
- **Respectful Communication**
- **Adherence to Rules**
- **Detail Oriented**



# Paying Your Dues

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- **They were prepared to endure situations or master a body of knowledge.**
- **They were willing to demonstrate respect for those who came before them.**
- **Age and experience counted.**

# The Baby Boomers aka Digital Immigrants

9 TO 5



© 2001 H. Schwadron. Dist. by Tribune Media Services, Inc.

"I'm letting you go, Watson. Please clean all the correction fluid off the computer screen."



# Baby Boomer Update

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- **30% of the Baby Boomer generation are grandparents.**
- **28% who are grandparents have divorced, remarried and have second or third sets of children. In some cases our children are playing with our grandchildren.**
- **Baby boomers are on the brink of retiring in droves leaving behind the largest labor shortage in history.**
- **80% indicate they plan to work past age 65.**
- **Will control the workplace until about 2015**





# Baby Boomer Characteristics

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- **Largest Generation: 77 Million**
- **Optimistic**
- **Redefined Roles**
- **Management by Buzz Word**
- **Skewed Work/Life Balance**
- **Brought Up in a Competitive Environment**
- **Will Revolutionize Retirement**
- **“Work Ethic” and “Worth Ethic” Are Synonymous**



# The Baby Boomers

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## Seminal Events

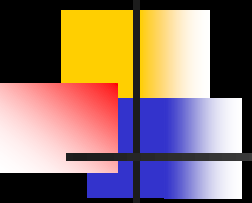
- 1954 McCarthy HCUAA hearings begin
- 1955 Salk Vaccine tested on the public and Rosa Parks refuses to move to the back of the bus in Montgomery, AL
- 1957 First nuclear Power Plant and Congress passes the Civil Rights Act
- 1958 National Defense Education Act
- 1960 Birth control pills introduced and John Kennedy elected



# The Baby Boomers

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- 1961 Kennedy establishes Peace Corps
- 1962 Cuban Missile Crisis and John Glenn circles the earth
- 1963 Martin Luther King leads march on Washington, D.C. and President John Kennedy assassinated
- 1965 United States sends ground combat troops to Vietnam
- 1965 Higher Education Act
- 1965 National Organization for Women founded



# The Baby Boomers (continued):

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1966 Cultural Revolution in China

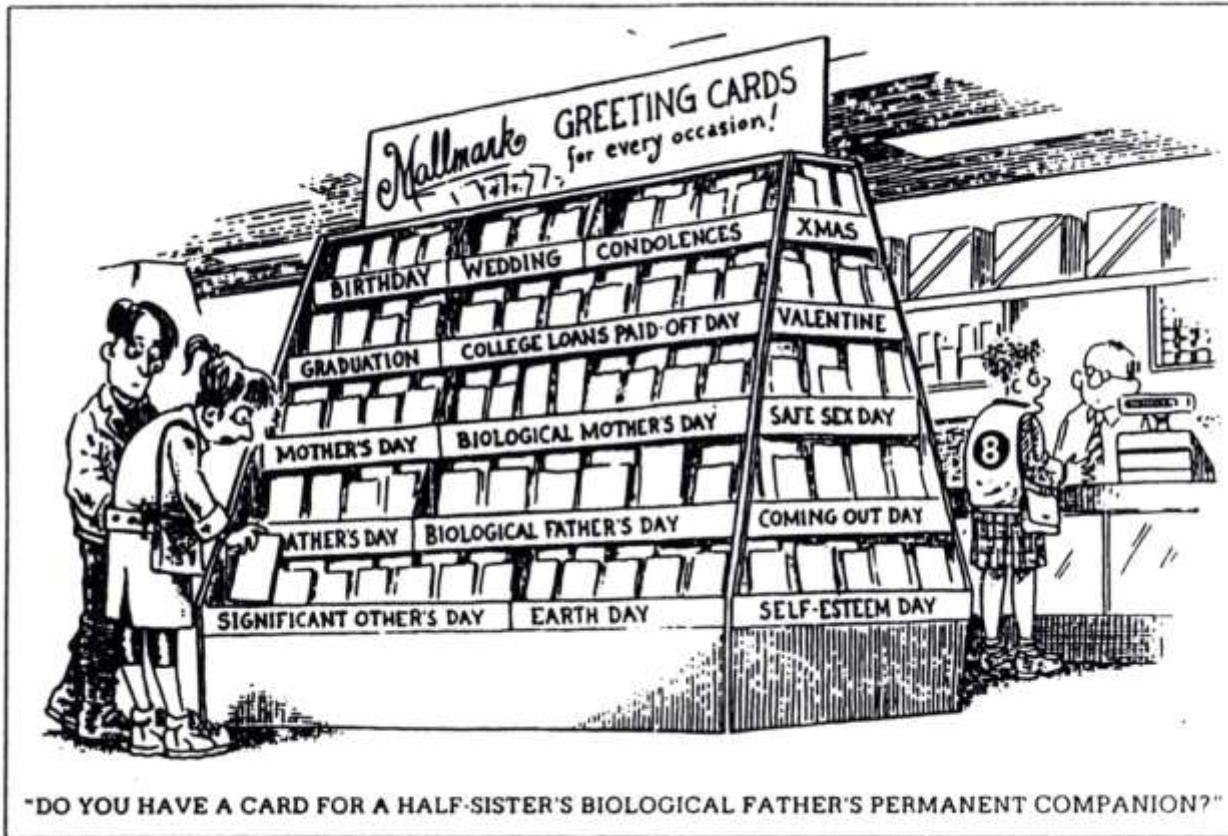
1967 American Indian Movement founded

1968 Martin Luther King and Robert F.  
Kennedy Assassinated

1969 First Lunar landing and Woodstock

1970 Kent State University shootings

# Generation X





# GENERATION X

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**“Twentysomethings”**

**“Baby Busters”**

**“The Thirteenth Generation”**





# Gen X Update

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- **Generation X is into its peak family raising years.**
- **Census data shows an increase in stay-at-home Gen X moms. The increase is most pronounced among college graduates. Many indicate they are looking for a less “frazzled” lifestyle.**
- **40% indicate they have too much debt to consider saving.**
- **Thirty percent have college degrees.**



# Gen X Seminal Events

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- **1971 Intel's first chip developed**
- **1972 First e-mail management program**
- **1975 Personal computer introduced on the consumer market**
- **1981 Centers for Disease Control's first published report on AIDS**
- **1981 Reagan assassination attempt**
- **1984 Extensive corporate downsizing begins**
- **1986 Challenger explosion**





# Generation X Characteristics

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- **Dedicated to people, projects, ideas and tasks, not to longevity and lifetime employment**
- **They are parallel thinkers**
- **They are independent and resourceful**
- **They are accepting of change**
- **They are comfortable with diversity**
- **They have expectations of balanced lifestyles**
- **They are very direct with feedback and requests**
- **They have a free agent approach to careers**
- **They "Want it now!"**

# Generation X Characteristics



**“Dad, tell me again how when you were a kid you had to walk all the way across the room to change the channel.”**



# What Xers Want in the Workplace

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- **They want flexibility**
- **They want to be developed**
- **They want to be engaged**
- **They want affiliation**
- **They want us to “lighten up”**
- **They want to be appreciated**
- **They want balance**



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# Generation Y



# Generation Y



# GENERATION Y

C6

ALBUQUERQUE JOURNAL

DENNIS THE MENACE



"WOW! THAT'S THE FIRST KEYBOARD I'VE SEEN THAT DOESN'T NEED A PRINTER."



# GENERATION Y

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*Also known as:*

**“Net Generation”**

**“Echo Boomers”**

**“Digital Generation”**

**“Generation Next”**

**“.com Generation”**

**“Point and Click Generation”**

**“Generation Stress”**

**“Digital Natives”**







# Gen Y Update:

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- **72 million, second in size to the Baby Boom Generation**
- **90% say they are close to their parents**
- **Most ethnically diverse group in U.S. history**
- **78% believe spirituality is important**
- **Nature Deficit Disorder**
- **Kiddie Migraines**
- **Many have been raised by “Helicopter” parents**
- **They’ve been over parented, overindulged and overprotected.**

*U.S. News and World Report,*  
**November 2003**

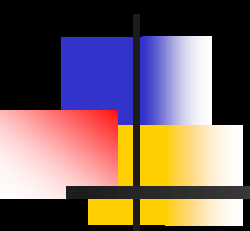


# **GENERATION Y**

## **CORE VALUES INCLUDE:**

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- **Optimism**
- **Volunteerism; i.e., 700 chapters of Habitat for Humanity in high schools**
- **Inclusiveness**
- **Collective Action**
- **Speed**



# The oldest Millennials were born in 1980, the year:

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- John Lennon is assassinated by Mark David Chapman.
- The U.S. Supreme Court allows patents on living organisms.
- Mount Saint Helens erupts, killing 60 people.
- CNN is launched as the first all news network.
- Japan passes the U.S. as the largest automaker.
- Bill Gates licenses MS-DOS to IBM, makes next to nothing on the deal

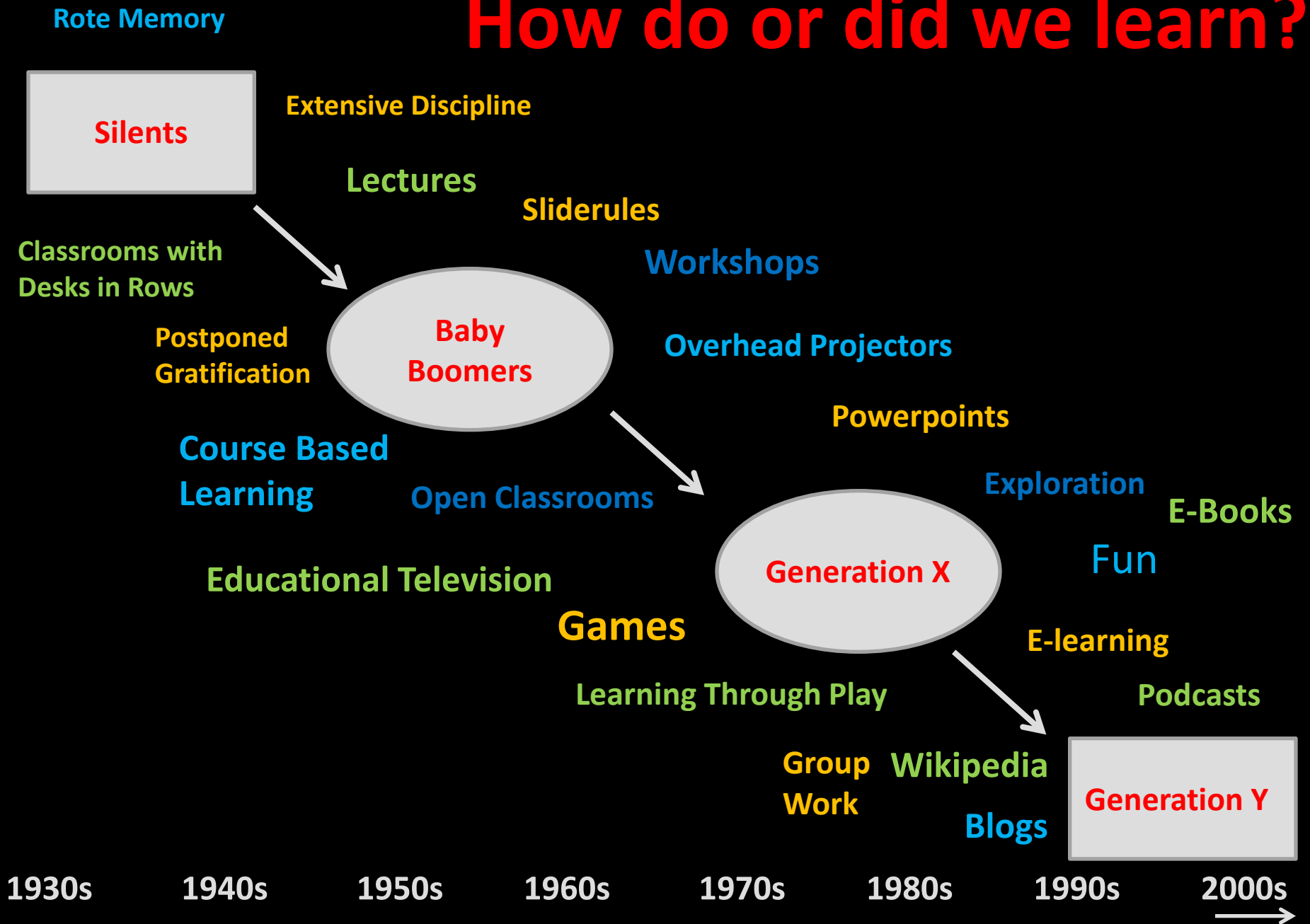


# Generation Y Characteristics

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- **Using computers since Pre-Kindergarten**
- **E-Learners**
- **In a state of continuous partial attention**
- **Used to instant communication**
- **Accustom to giving feedback**
- **Many are into “Extreme Sports”**
- **Expect frequent and/or constant feedback**
- **Optimistic**
- **Speed is valued more than attention to nagging detail**
- **Oriented toward collective action**

# How do or did we learn?





# What is Learning?

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- **Learning is the lifelong process of transforming information and experience into knowledge, skills, behaviors, and attitudes**



# Generational Learning Styles

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- **The unique set of learning style characteristics within a generation that is shaped by cohort experiences. Educators need to examine how factors such as society, culture, values and experience also influence how a student learns best**

*Coates, 2007*



# Learning Challenges Across the Generations

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- **Everyone wants to learn**
- **Everyone learns the same way**
- **Everyone learns at the same rate**
- **Once learned, knowledge is forever**
- **Everyone can integrate knowledge**
- **Understand technological capabilities**

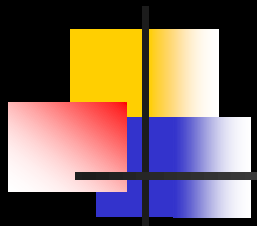




# Summary Issues

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- **If you are involved in providing adult learning you need to try and understand the intricacies of adult learning**
- **Different generations of learners may require different learning methods and assistance**
- **Evaluation Methods**



# QUESTIONS