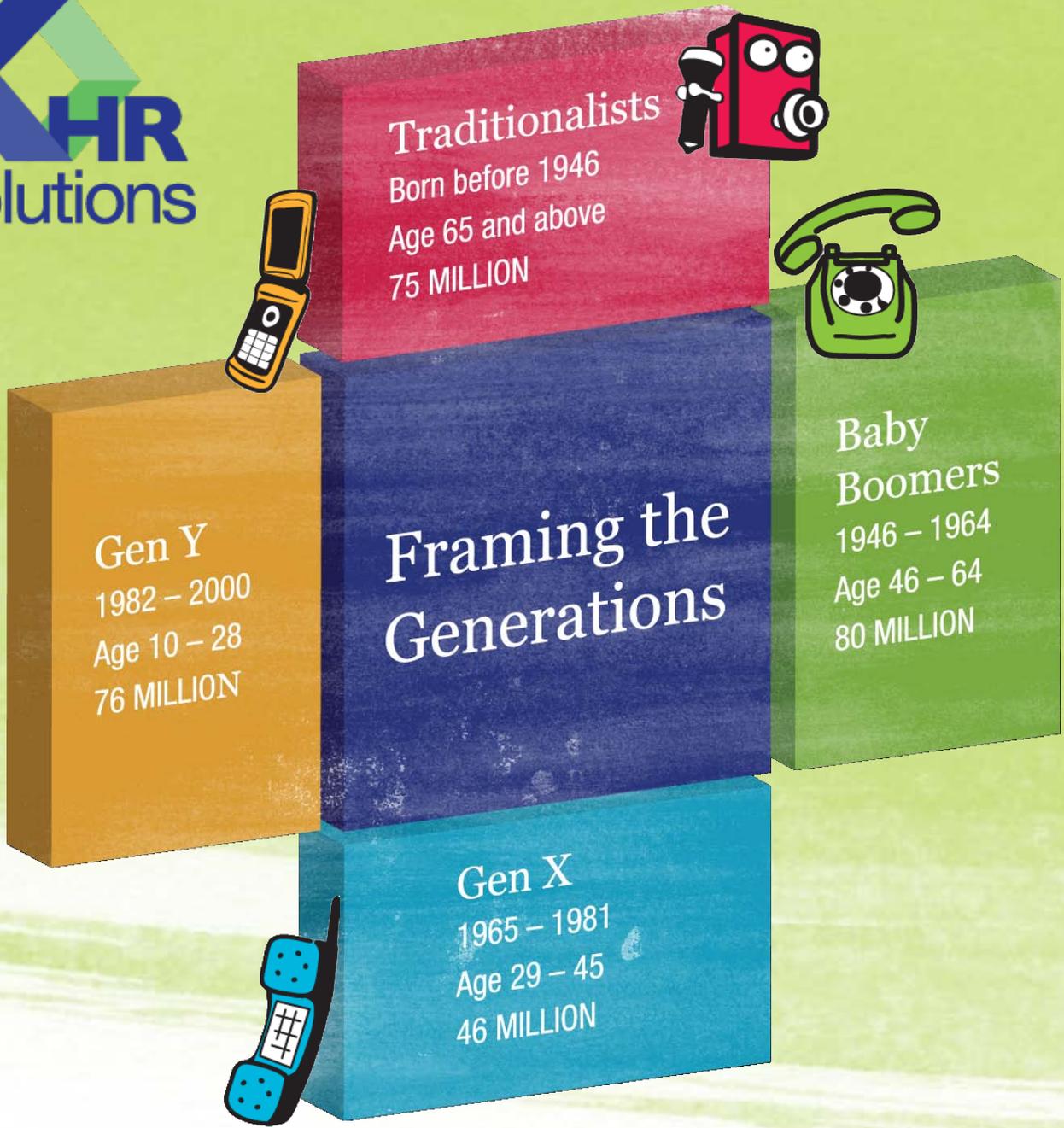




Generational Leadership





Significant Events

Pearl Harbor



Civil Rights



Challenger Exploded



World Trade Center Attack



Changes in Family Unit

The family dinner



Wait until your father gets home



Drive-thru



On-the-run



Dress and Approach

Suit and Tie



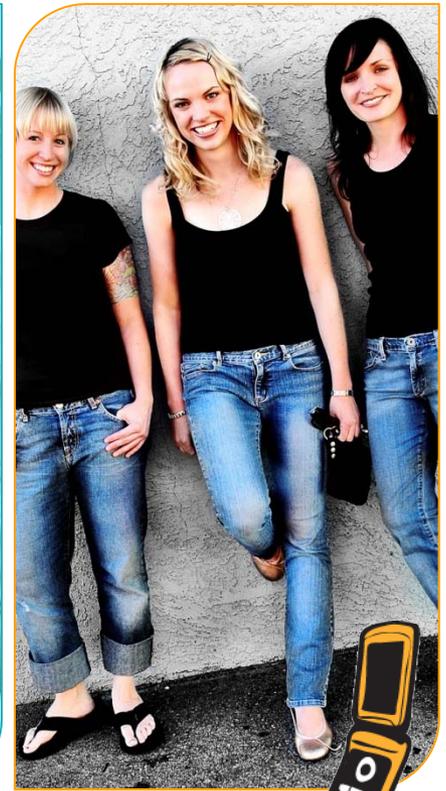
Women in Suits



Business Casual



Casual



Technology

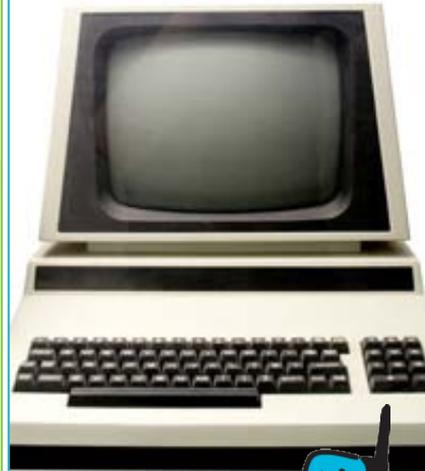
Radio



TV



IBM PC



Cell Phones



Core Values



TRADITIONALISTS

Sacrifice, hard work, respect for authority, loyal, conservative, patriotic, duty before pleasure



BABY BOOMERS

Optimistic, team-oriented, competitive, question authority, strong work ethic, dedicated



GEN X

Self-reliant, adaptive, technology literate, balance, global thinking, informality, fun



GEN Y

Global orientation, focus on achievement, street smart, environmentally conscious, cyber literate, civic duty



Understanding Generational Issues is Important

Increasing rate of change

People living and working longer

Workforce demographic changes

Future talent needs and issues





Business Impact

Recruitment

Retention

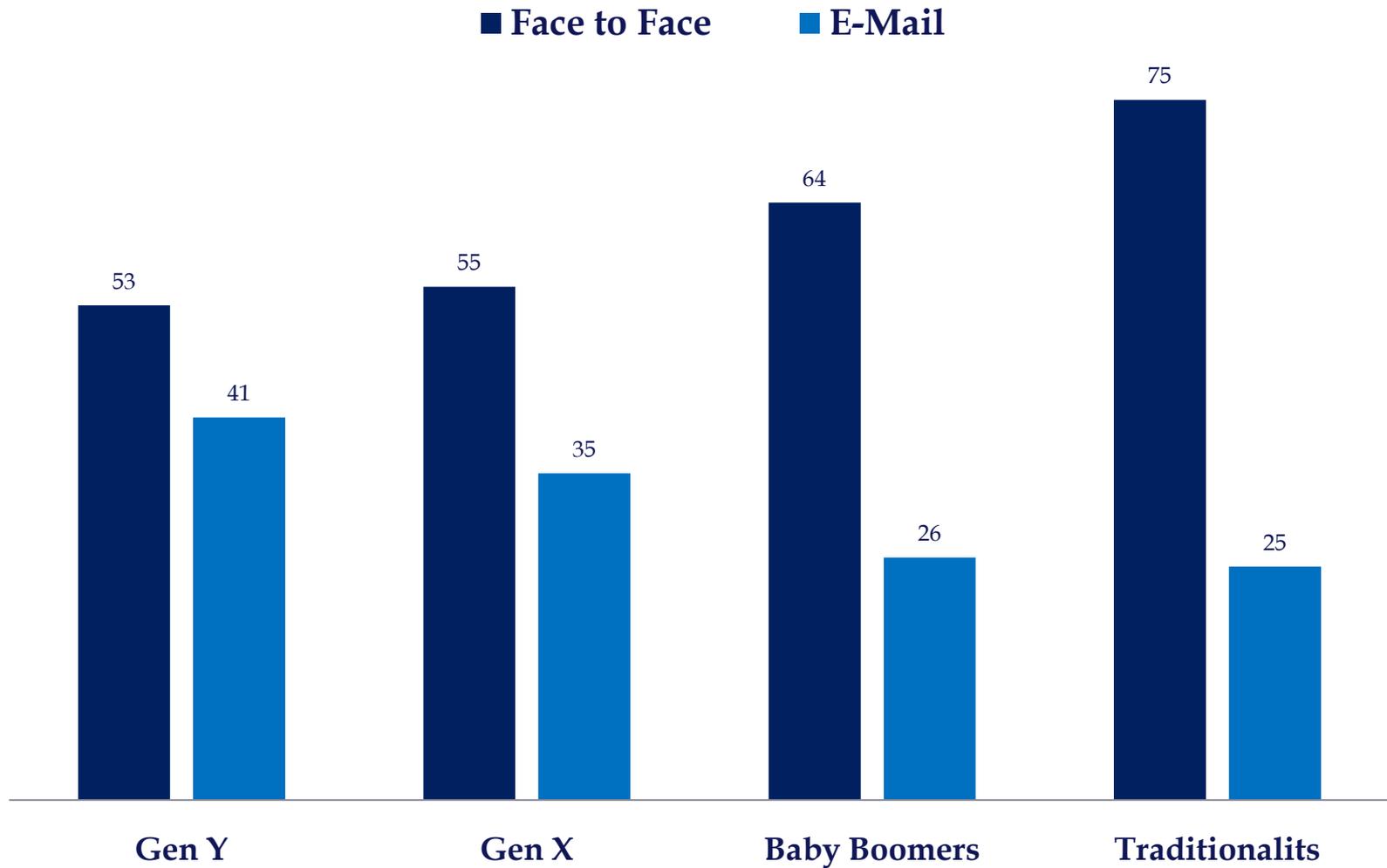
Customer Relations

Team Dynamics

Communication



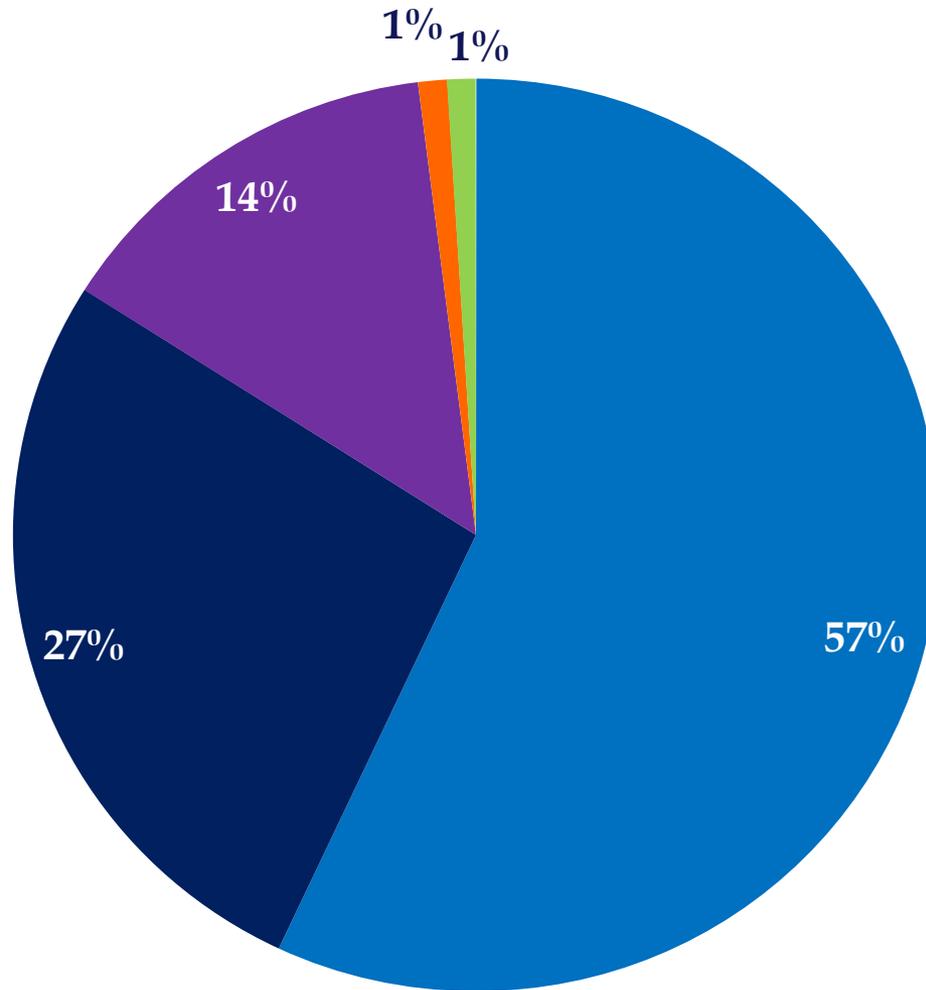
Communicating with Boss





Most Meaningful Reward

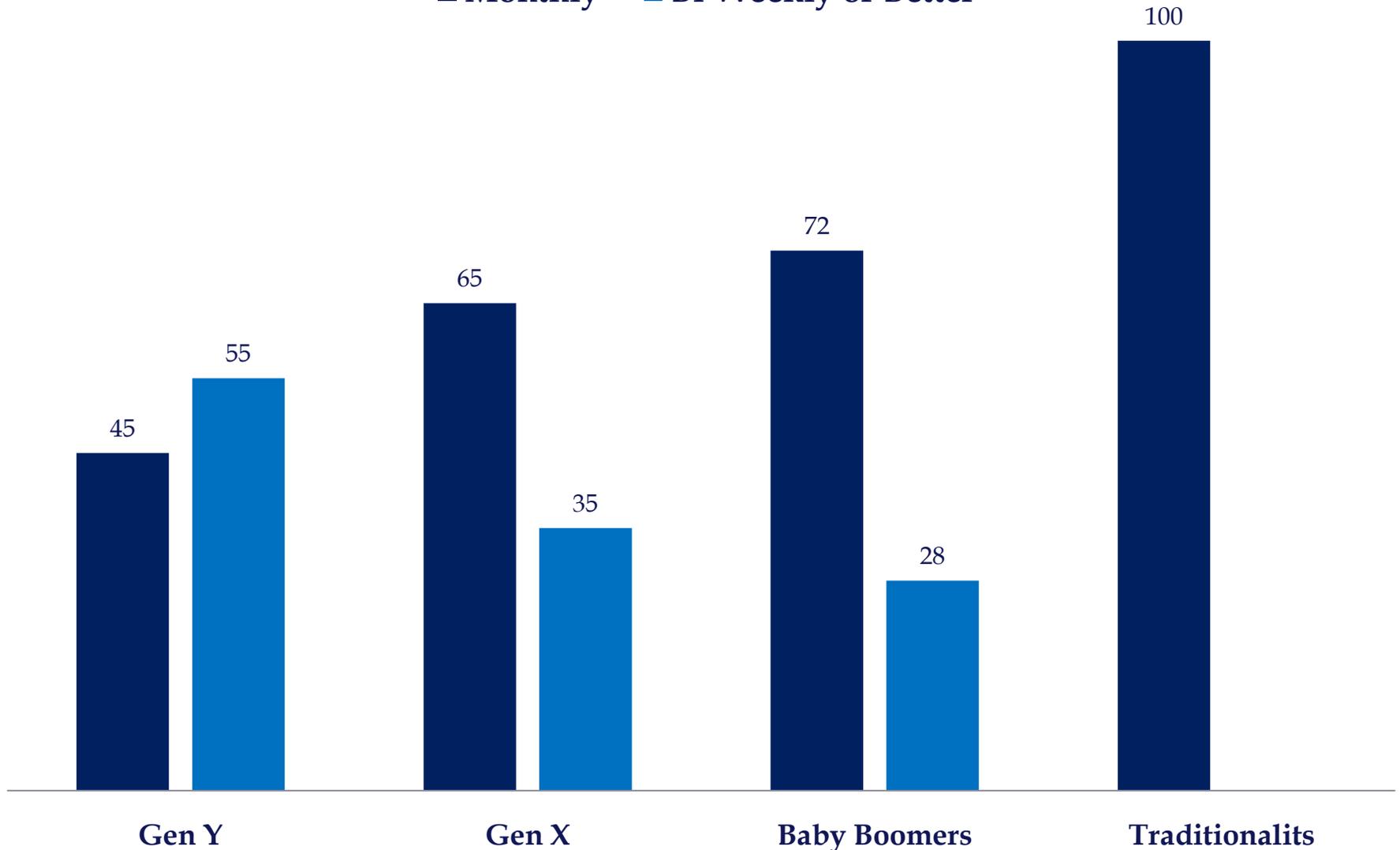
■ Verbal Acknowledgement from Boss ■ Cash ■ Time off ■ Gift Card ■ Small Gift





Frequency of Feedback from Boss

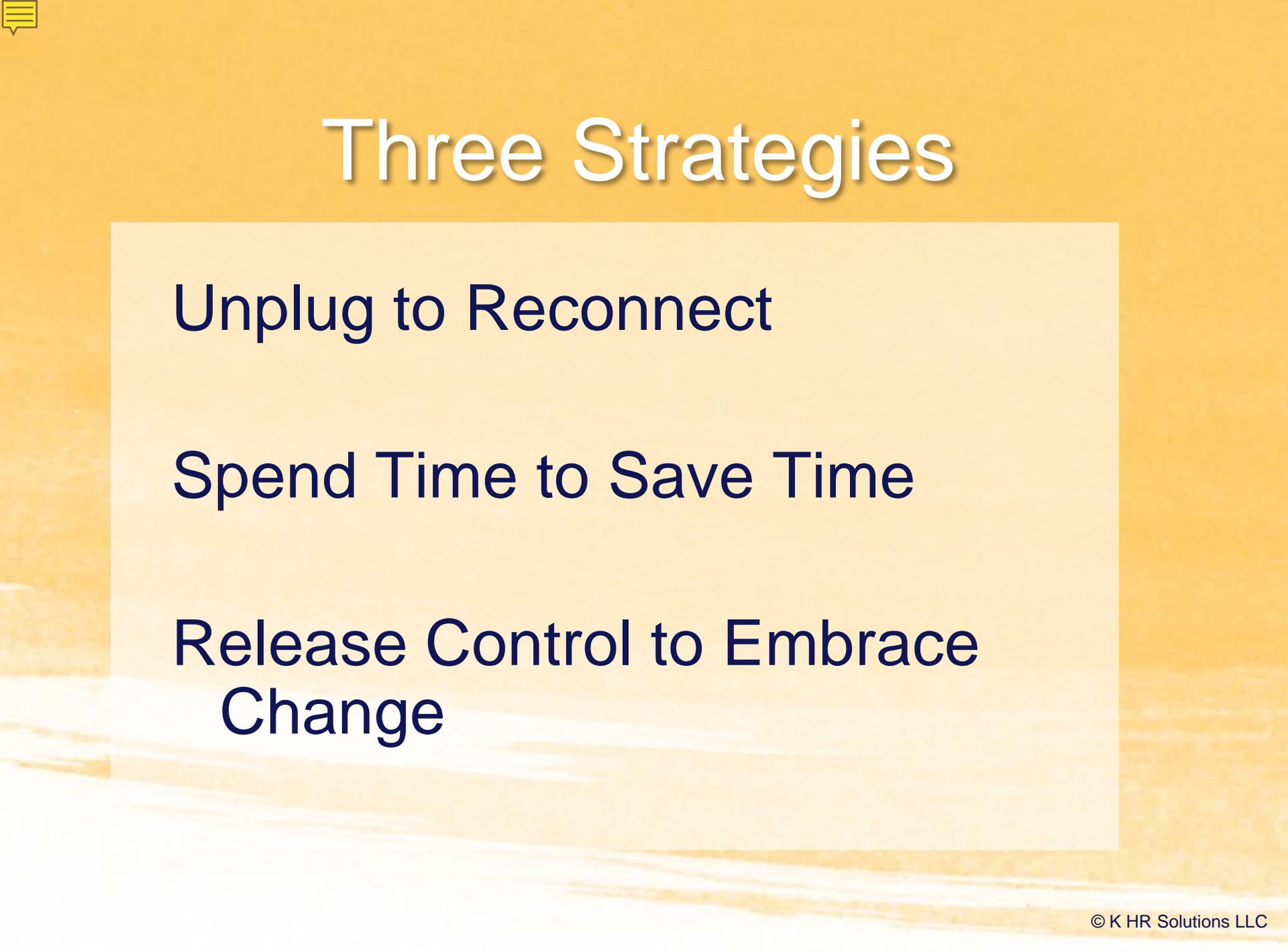
■ Monthly ■ Bi-Weekly or Better





Small Group Discussion

As a leader, what can you do to engage the four generations?



Three Strategies

Unplug to Reconnect

Spend Time to Save Time

**Release Control to Embrace
Change**



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