Leveraging Multiple Generations in the Workplace for Business Success

July 16th, 2013
WELCOME REMARKS

Andrés Tapia
President
Diversity Best Practices
“The Inclusion Paradox is a significant contribution to the field. Andrés’ uncanny ability to weave together the unique tapestries of various cultural perspectives has helped enlighten, inspire, educate and even transform our understandings of a topic that can often be complex and controversial”

—Mary Frances Winters, CEO, The Winters Group
Leveraging Multiple Generations in the Workplace for Business Success

Michael Collins
Research & Publications Manager
Diversity Best Practices

Lisa Bonner
Senior Vice President
Roberts Golden Consulting

Aaron P. Rorstrom
Principal and Certified Enterprise Architect
CapGemini Consulting
Myth: *Millennials don’t want to pay their dues in the workplace because they are overly confident in their skills and qualifications.*

- We were *given* trophies just for showing up.
- We were *lauded* just for existing.
- We believe that everyone should *bow down.*
Millennial Reality: *There’s no “I” in team…*

- *We do believe ourselves to be uniquely qualified to contribute to a team, cause or worthwhile mission.*

- *We are driven by more than trophies and accolades. We work hard to make our leaders and the team look good.*
<table>
<thead>
<tr>
<th>Myth</th>
<th>Truth</th>
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<tbody>
<tr>
<td>Millennials don’t like hearing negative feedback</td>
<td>We respond best to coaching, mentoring and development</td>
</tr>
<tr>
<td>Millennials are overly pampered and lazy</td>
<td>Jobs are sparse, college is pricey, but we’re willing to work for worthy causes</td>
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<td>Millennials can only communicate via technology</td>
<td>We believe in the value of networking and multitasking</td>
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<tr>
<td>Millennials are self-centered, narcissists, and the world is doomed as a result</td>
<td>We are very socially responsible, and prefer to work for companies that are, too</td>
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Michael Collins
Research & Publications Manager
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Lisa Bonner
Senior Vice President
Roberts Golden Consulting
Gen X- What About Me?!?

- Often the “forgotten” generation
- Want career opportunities AND recognition
- Highly adaptive, want a more collaborative work environment
- Value Life/Work integration - demand flexibility
## Gen X Myth Busters

<table>
<thead>
<tr>
<th>Myth</th>
<th>Reality</th>
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<tr>
<td>Cynical slackers, biding time until Boomers pass the torch</td>
<td>Devote more hours to work and pursues continuing education</td>
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<tr>
<td>Don’t care about themselves or the environment</td>
<td>Environmentally, economically &amp; socially conscious</td>
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<tr>
<td>Self-reliant, don’t need feedback</td>
<td>Pragmatic- provide frequent feedback</td>
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Cross-Generational Success: Reverse Mentoring
Lisa Bonner
Senior Vice President
Roberts Golden Consulting
Aaron Rorstrom
Principal and Enterprise Certified
Architect
CapGemini Consulting
Myth: Boomers are **Out-of-touch** ... stuck in their ways ... **hindering** corporate progress

Boomers realize that in order to sustain what they have helped build they need to **evolve how they work** and **collaborate** ... furthermore, that by sharing **lessons learned** and **insights** from decades of working and growing they can help ensure younger generations’ success.

_Boomers are adapting to the new world._
_According to the Pew Research Center..._

**More than 50%** of Boomers use **social networking** sites every day. The percentage is higher for work-related social sites.
The trick for organizations is to engage these positive traits and characteristics of the Boomer, and those of the other generations, to build a multi-faceted diversity program and conduct leadership training programs for the Boomers so that they understand the value propositions of ALL generations and openly pass forward their insights.

When I think of traits that reflect the Boomer group the following come to mind …

- Successful
- Passionate
- Loyal
- Creative
- Giving

- “Fight” for what they believe
- Learned to Survive multiple periods of Uncertainty

Think about it, it is the Men and Women of the Boomer Generation that…

- Invented the Internet
- Invented the personal computer
- Invented cell technology
- Invented the smart phone
- Invented hybrid drive technologies
- Fought for civil rights and racial equality
- Fought for gender equality
- Got corporations to where they are today
…among many other things
Personally I can share with you how I help and help my company leverage the characteristics and differences among the generational groups .. some personal changes, others via organizational change efforts.

Participate in Cross Generational Dialog
Embrace the Digital Transformation and the Instinct and Power of younger generations to Define the Digital Journey
Select client project teams that are comprised of Junior and Senior consultants, grow through Action Learning Program
Formalize the Cross Generational Dialog, e.g. Millennial Innovation Council
Formalize leadership training in Diversity via small group discussions, starting at the top, and expanding to other leadership groups

If you are not seeing or feeling the progress you believe there needs to be, identify of a cross generational team to initiate a dialog with leaders who are known for being open to innovative thinking, executing project differently and creative practices.

In the words of the late Michael Jackson, “be the change you want there to be”
Aaron Rorstrom
Principal and Enterprise Certified Architect
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PANEL DISCUSSION

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Follow us @NxtGenDiversity
For further questions, please e-mail: jennifer.london@bonniercorp.com
Upcoming DBP Events

• **August 1\textsuperscript{st}** Member Conference: *No More Excuses! Untapped and Innovative Alternatives for Solving the Diverse Talent Pipeline Conundrum*  
  Chicago, IL

• **August 15\textsuperscript{th}** Global Teleconference: *Rising Asia—It’s No Longer Just About China and India*

• **September 19\textsuperscript{th}-20\textsuperscript{th}** Network+Affinity Leadership Congress: *Power Up Your Erg—Run It Like a Business!*  
  Chicago, IL
Upcoming DBP Events

• **October 8**th  Web Seminar: *Diversity Moneyball—The Power of Predictive Analytics and Other Innovative Metrics*

• **November 8**th  Benchmarking Web Seminar

• **November 19**th  Global Member Conference
  Bangalore, KA

• **December 12**th  Member Conference: *Marketplace Diversity: Creating Products and Services for a Hyperdiverse Marketplace*
  Purchase, NY
THANK YOU