

The Izzo Group Ltd.

“Bridging the Generational Gaps”

Introduction:

In 2002 Dr. John Izzo delivered a national full day program to a mixed group of managers and senior managers - all were from a wide array of industries; Technology, Financial, Banking, Hospitality, Service Groups, Municipal -Essential Services, Healthcare and so on. The program was a full day long workshop that worked with a mixture of people - and all four generational groups were all represented.

The purpose was to increase their understanding of the other generations within their workplace, as well as work with their own preconceptions about those generations. In many cases the conversations that spawned from this workshop were as important if not more important than the data that was created from it. However, if you are hiring, training, promoting or trying to retain any of the individuals in these age groups, it may be in your interest to create a questionnaire that gets this type of information for your organization directly. This type of information is very non-threatening and isn't seen as “professionally influential” however it is extremely useful when planning training, hiring, retaining and promoting.

Once you peruse the data below it may influence you to approach an individual in a particular generation differently than before you read it. Please bear in mind this is raw data, at no point has it been altered, changed or analyzed. At some point, while you are reading you will actually *feel the gaps* we are talking about in it. It is then and only that you can start to bridge these gaps.

VILOS GENERATION OR NET GENERATION (born 1978 - early 1990's)

1.8% of participants were born in this generation

Definition:

The first generation BORN in the Information Age- “*Vilos*” - a Latin term meaning “*Velocity*” and “*os*” meaning “*source*”. Demanding, individualistic, spoiled brat technophiles - these people are in fact driven, altruistic and in search of balance. They had access to everything and everything had access to them.

MAJOR IMPRINTS OF THIS GENERATION

What was in the news?

poverty, presidential scandals, corporate scandals, killer viruses, computer hackers, .com hysteria, easy money, easy drugs, pedophiles, corruption and terrorism, single parents or dual family incomes, cell phones, cable internet, instant messenger, Star-bucks, sweat shops, Fashion statement - “grunge”, Rap and record label wars, Sports personalities were making in the 100's of millions of dollars, teen suicide due to school violence, deforestation, ozone depletion, global warming, and the movies “Stepmom”, “Survivor” and any extreme experiences defined this group.

List the Values most important to you at work?

- Balance
- Noble Cause
- Growth and Development

Think of all the events that shaped your view of work and life (these events will have taken place in your adolescence.

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- The Clinton Scandal
- We were raised with 90201, sitcoms about work and professions
- Small families or single child families
- Step -parents are the norm
- Cell phones
- Pagers
- Internet and home computers
- Drugs are everywhere
- Sex is exploited for everything
- Eating disorders
- Satellite TV
- 103 cable channels
- real TV
- Anything could be fixed by pressing “reset”
- We have credit card debt
- Teen pregnancy
- SPAM is not a modified meat product
- STD’s
- HIV
- Gay parents
- Being alone, friends were your family
- Parents would scheduled to death
- Endless learning
- Raised in different countries
- Traveled at an early age
- Morning after pill

How do you think other generations see you at work?

- We haven’t paid our dues
- Irresponsible
- Under worked and over-paid
- We have a selfish work ethic, or no work ethic
- We are lazy
- Immediate and impatient
- Going nowhere...fast
- We don’t speak normal English
- We type... we don’t talk

If there were one thing others should know about your generation that would make the biggest difference, it would be...?

- We were raised alone and we survived - trust our abilities
- We didn’t have a chance to be children so don’t treat us like we are children
- One size doesn’t fit all - deal with it
- We want to make this world a better place

What do these people want in a workplace?

- Responsible leaders
- Honesty
- Flexibility in hours and in roles
- Learning that is important to them
- Making a difference in the world, not just making profits

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THE NEXUS GENERATION OR GENERATION X (BORN 1963-1977)

28 % OF THE ROOM WAS THIS GENERATION

Definition

“Nexus” means bridge or link - the Nexus Generation is positioned between the Information Age and the Industrial Age, and between the Baby Boomers and their children. characterized - lost, confused, apathetic these folks are, in fact, optimistic, endlessly driven however, skeptical and untrusting.

MAJOR IMPRINTS OF THIS GENERATION:

What was in the news?

Sports have become as important as politics, Berlin Wall fell, cancer cures, Olympic Scandals, World Aid, AD/DC and Lef Leppard were the music choices, Evangelist Preachers, Tammy Faye Baker’s make-up secrets, Super Models and extreme clothing, '87 stock crash, The Rodney King case, LA Law, Princess Diana and Prince Charles Wedding, Serial Murders, Native Rights, memorable movies...ET, Microsoft and Apple were not at war yet.

List the Values most important to you at work and what do these mean in behavioral terms?

Balance

Growth and Development

Think of all the events that shaped your view of work and life (these events will have taken place in your adolescence.)

- Inflation
- recession
- M-TV
- Big Hair Bands
- Personal computers
- Space Shuttle Disaster
- Stock crash of '87
- Raised in other cultures
- Cable networks
- Regan’s attempted assassination
- Berlin Wall falling
- Introduction to the VCR and Microwaves
- Desert Storm was our war
- Magic Johnson was diagnosed with HIV
- HIV
- Atlanta Child Murders
- Eating disorders
- Always told to better our selves
- Parents were together and divorced
- Parents were working

How do you think other generations see you at work?

- Threatening
- Open-minded (too open-minded)
- Not willing to work hard
- Too concerned with personal life
- Self-centered
- Apathetic

If there was one thing others should know about your generation that would make the biggest difference, it would be...?

- We are thoughtful and aware
- We are driven but not by the same things as everyone else
- We care about our whole life not just work-life
- One size does not fit all
- We hate to be micro managed and controlled
- Rules and unnecessary politics frustrate us.

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BABY BOOMERS (BORN 1942-1962):

57% OF THE ROOM WAS IN THIS GENERATION

Definition:

The largest group of individuals in North America. They are affluent, educated and healthy. The Boomer generation will in fact work longer than any generation previous to it. They intend to remain active and involved for as long as they physically can. Part time work with status will keep this wise group around. Driven, these controlling know-it alls are in fact individuals who are aware, organized and in search of the meaning of life.

MAJOR IMPRINTS OF THIS GENERATION:

What was in the news?

Walter Cronkite was the voice of this era. There were only three channels on the TV if you had one and they were ABC, CBS and NBC. The Kent State Massacre, Atari TV games, THE VCR was now available, the first test tube baby was born

List the Values most important to you at work and in Life:

- Balance
- Trust

Think of all the events that shaped your view of work and life (these events will have taken place in your adolescence)

- Global Travel just starting
- Women's movement
- Civil rights
- Kennedy assassination
- Vietnam War
- People stayed with Jobs for a long time
- Elvis died
- Disco
- Trusted each other
- Olympic hostage crisis (young boomers)
- The Space program
- Divorces were few and together
- Went to church
- Strict upbringing- no excuses
- Watergate scandal
- Coming of age with separatism
- Age of tolerance
- Oil crisis
- Pantyhose
- Family Values (“Laugh-In was risqué)

How do you think other generations see you at work?

- Workaholics
- Anal
- Controlling
- Obstacles
- Too structured
- Old fashioned
- Over worked - under paid

If there is one thing others should know about your generation that would make the biggest difference, it would be...?

- How to be more balanced
- Dealing with conflicts
- Respect
- Openness

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PRE-BOOMER (BORN BEFORE 1942)

13.2 % were in this generation

Definition

Born before the Second World War, many of these folks went to war, trusted their countries. Many people in this generation are still working, growing and learning. Characterized as old fashioned, trusting, steady and close-minded are in essence the most content, regretless, loyal and selfless individuals in our population.

MAJOR IMPRINTS OF THIS GENERATION

What was in the news?

...there wasn't media, there was radio and dish soap commercials. We read the news paper and relied on friends and families for news.

List the Values most important to you at work and in Life:

Trust
Noble Cause
Partnership

Think of all the events that shaped your view of work and life (these events will have taken place in your adolescence.

- We watched the Radio
- Hitch hiked everywhere
- We trusted each other
- Work was a privilege
- We did the dishes
- Cuban missile crisis
- Kennedy assassination
- Dick Clark and American Band Stand
- Credit Cards were evil
- No loans, paid cash
- Party lines (shared phone lines)
- Great Safe time

How do you think other generations see you at work?

- Like an old fashioned bunch of seniors who don't know a thing.
- They see us as people to put up with until we retire
- They know we are wise, but don't listen
- People to ask for advice after the fact
- Process anal and repetitive

Bridging the gaps between generations depends entirely upon which generations you have in your organization. This document is a raw information piece meant to demonstrate the differences between generations. It may be of benefit to find the same kind of data within your organization and then with that data plan for the changes necessary to attract and retain the professionals you need.