

BRIDGING THE GENERATIONAL DIVIDE BRIDGEWORKS

TRADITIONALIST



Never missed a Presidential Address
PARROTIC

Keen War vet
LOYAL TO INSTITUTIONS

Family affected by the Great Depression
FISCALLY CONSERVATIVE

DO YOU KNOW?
2%
Traditionalists make up just 2% of the workforce today.

BABY BOOMER



Saw the first man land on the moon
OPTIMISTIC & IDEALISTIC

Witnessed the Vietnam War
QUESTIONING AUTHORITY

Has money saved and is considering a second career
REDEFINING RETIREMENT

DO YOU KNOW?
65%
65% of Baby Boomers plan to work past age 65 or do not plan to retire at all.

GENERATION XER



Watched the SATURDAY OF EVENING
SARCASTIC

Full-time career, but some days
WORK-LIFE BALANCE

Grew up as a latchkey kid
INDEPENDENT

DO YOU KNOW?
40%
Nearly 40% of Gen Xers were latchkey kids.

MILLENNIAL



Crowdsourced to make decisions, big and small
COLLABORATIVE

She's cooler, joining job for some work-life balance
PASSION OVER PAYCHECK

Has Facebook friends that are
GLOBALLY CONNECTED

DO YOU KNOW?
95%
95% of Millennials own a smartphone.

GENERATION EDGER



Thinks in 140 characters
DIGITALLY INNKATE

Started first course of age 14
ENTREPRENEURIAL SPIRIT

Confident about student loan debt
REALISTIC

DO YOU KNOW?
57%
57% of Edgers say they'd rather save money than spend it.

www.generations.com | 952.797.9700 | BridgeWorks | @thegenpeople | BridgeWorks: Bridging the Generational Divide

Appreciating Generational Differences

2017 Volunteer Management Webinar Series
Facilitated by
Marshfield Clinic AmeriCorps-Volunteer Wisconsin

Presented by Shelly Kaiser
Marshfield Clinic Center for Community Outreach
March 13, 2017




www.VolunteerWisconsin.org

Logistics

- * Maximize your screen
- * As questions arise, please type them in the question box. We'll address them throughout the webinar
- * Participate in the polls
- * This webinar is being recorded. If you miss any part of it, you can access the recording (and handouts) at www.VolunteerWisconsin.org. We'll also include the link in the follow-up email.

Meet our Presenter, Shelly Kaiser



What is Volunteer Wisconsin?



A collaborative initiative between Marshfield Clinic, Serve Wisconsin and volunteer centers statewide committed to serving as the state umbrella organization dedicated to volunteerism.

- * Volunteering matching website
- * Marshfield Clinic AmeriCorps-Volunteer Wisconsin
- * Training, promotion and support

www.VolunteerWisconsin.org

More webinars in the series – April & June



Volunteer Management Webinar Series

Facilitated by:
Marshfield Clinic AmeriCorps-Volunteer Wisconsin

Winter/Spring - 2017

Measuring the Value of Volunteers

When: Monday, April 10, 11:00am-12:00pm

Telling the story of volunteer engagement in your organization is more than just tracking hours. In this webinar we'll look at various ways to track the value of volunteers, from the dollar value to the impact and stories of success achieved through volunteer efforts. Presented by Bonnie Andrews, Volunteer Milwaukee, Nonprofit Center of Milwaukee.

Retaining Volunteers

When: Monday, June 26, 11:00am-12:00pm

What if we spent as much time on retention as we do on recruiting and enlisting new volunteers? The volunteer report by the Bureau of Labor Statistics shows that 70% of Wisconsin volunteers continue from one year to the next. What's the retention rate in your organization? During this webinar we'll explore problems tracking retention as well as some time-tested ways to keep your volunteers. Presented by Bonnie Andrews, Volunteer Milwaukee, Nonprofit Center of Milwaukee.

Webinars are open to all and free to attend.
To register visit: www.VolunteerWisconsin.org



Objectives

- * Recognize traits for each generations (Traditionalists, Baby Boomers, Gen Xers, Millennials and Generation Z)
- * Using generational insights, identify action steps to be taken to more effectively communicate, recruit, recognize and manage a generationally diverse volunteer force.

Multi-Generational Volunteer Force



Isn't everyone unique? Why focus on generations?

Source: About BridgeWorks – YouTube, <https://www.youtube.com/watch?v=SOj4kdy5fEM>

The Five Generations

- * **Traditionalists** (Born prior to 1946)
-55 million people, roughly 70 and older [2% of workforce]
- * **Baby Boomers** (Born 1946-1960)
-74.9 million people, 50s and 60s
- * **Gen Xers** (Born 1961-1981) **“Cuspers”**
-65 million people, late 30s and 40s 2 yrs. either way
- * **Millennials, Gen Y** (Born 1982-1995)
-75.4 million people, age 22- 34
- * **Generation Z, Zeds, iGen, Gen Edge** (Born after 1995)
-61 million people, 21 and under

*Info may vary depending on research viewed

Poll Question



Say What? Communicating Effectively in a Multigenerational Workplace



YouTube: Title as above, Emily Bennington, <https://www.youtube.com/watch?v=D7wUnFu24as>

A favorite Arab saying of Emily Barrington:
People resemble their times more than they resemble their parents.



So what about Gen Z?

Gen Z is Coming to Work: Monster, <https://www.youtube.com/watch?v=pjxcdU3pvrU>

Questions?



www.VolunteerWisconsin.org

Traditionalists

Over 70

- * Work Ethic: Dedicated/Loyal
- * Desiring to leave a legacy
- * Frugal and disciplined
- * Duty drives conscience, rule follower
- * Great one-on-one interpersonal skills
- * Private, formal communicator

Communicate: Anything on paper and written more formally, respect based on chain of command

Recruit: Mailed letters, newspapers, face-to-face asks

Appreciate: Recognize in newsletters; nothing expensive; believe in hard work & paying their dues before achievement is recognized; recognize their experience

Motivate/Manage: Clearly defined roles and functions; see impact of their work; incentives that help them plan for the future; seek out their perspective; ask to teach and coach





Baby Boomers

50s and 60s

- * Work Ethic: Driven; workaholic
- * Respect based on tenure
- * Competitive
- * Rebellious; out to change the world; questions authority
- * Seeking personal fulfillment
- * Team player; loves to have meetings

Communication: Face to face, include them in work groups and committees, respect based on tenure

Recruitment: stress ability to make a difference; seek skilled volunteers to tap their experience/skills; offer flexibility; opportunities to be part of a Professional Assoc. or other team

Appreciation: Send to training and workshops, handwritten cards that underscore “you are needed” and “you are valued”

Motivate/Manage: Ongoing instructor-led trainings; keep standards high; work toward personal growth and experience



Gen Xers

Late 30s and 40s

- * Work Ethic: Family first; seeks balance
- * Respect based on competence
- * Skeptical; asks why; provide straight talk
- * Independent; self-starter (grew up as latch-key kid)
- * Only wants to learn what will benefit him
- * Volunteers to develop career and express values

Communication: Direct (just when and where), informal, immediate, email

Recruitment: Likes short messages, understandable bites & more informal; emails—might scan an electronic newsletter; offer flexibility-seeking balance (work to live)

Appreciate: informal and individualistic; make work fun

Motivate/Manage: Clear expectations; may like to work alone; dislike being mentored; want to solve their own problems and manage their own time; like feedback and to feel a part of what they are asked to do



Millennial

Age 22-34

- * Work Ethic: Determined
- * Respect based on likeability and competence
- * Creative, optimistic, idealistic
- * Environmentally and socially conscious
- * Access & process info easily, adapt to change readily
- * Teams and peer input important

Communication: Multi-media, instantaneous contact-text, connect message with personal goals, motivational

Recruitment: Cause driven, colorful Internet pages with music & movement, sense of building community, use humor; explain how they will make a difference to others

Appreciate: Change of jobs so they feel they move up the ladder, involve in decision making, promote to trainer

Motivate/Manage: Allow to multi-task, ask for input, get to know each other and bond with team, avoid micromanaging; must have immediate results and actions; create fun and inclusive environments.



Generation Z

Age 21 and under

- * Work Ethic: Work for Success; collaborative
- * Respect based on equality, everyone is equal
- * Independent and optimistic
- * Always connected; global; communicates with images
- * Hyper aware of man's impact on planet
- * Entrepreneurial and financially conscious

Communication: Use text and social media (Snap Chat, Instagram); lots of images like emoji's, instantaneous contact

Recruit: Tell your story across multiple screens; appeal to social consciousness; recruit teams or groups; a chance to change the world; help them build expertise.

Appreciate: Respect as equals; group social events with food

Motivate/Manage: Need new challenges to keep them stimulated; create collaborative team environment; respect as equals; live stream with them; tease (games & puzzles)



One size cannot not fit all . . .

Tips for bringing out the best of all generations:

- * Recognize and celebrate differences
- * Find ways to create shared values and common ground
- * Focus on productivity, teamwork and client relationships
- * Challenge assumptions and raise awareness

Don't . . .

Stereotype

Judge capabilities by attire and work hours

Miss opportunities to improve communication and strengthen relationships even in times of conflict

Assume every member of any generation thinks or behaves alike

Ridicule or make offensive remarks (*dinosaur, slacker, kid*)

*

Volunteers of all generations have similar wants, needs, desires:

- * **Respect**
- * To **trust** and **be trusted**
- * People want **co-workers and leaders who are credible and trustworthy**
- * Almost everyone wants a **coach**, in some form or another
- * Almost everyone wants to **learn**, in some form or another

Questions?



Marshfield
Clinic

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Thank you!

Please complete the very short evaluation immediately following the webinar.

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