generation

“THEM”

NAVIGATING A MULTI-GENERATIONAL WORKFORCE.

Kristin Scroggin
genWHY Communication Strategies
anatomy of generations

Boomers

- pre 1960
- 1960-1969
- 1970-2005
- 2006-2015

not the 60s

the 60s!!!!!!

not like it was in the 60s

in their 60s

Gen Xers

- pre 1990
- 1991-1995
- 1996-2015

whined about Boomers

wore plaid

whined about Millennials

Millennials

- pre 2007
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013
- 2014
- 2015

no iPhone

new iPhone

new iPhone

new iPhone

new iPhone

new iPhone

new iPhone

new iPhone

new iPhone

© John Atkinson, Wrong Hands • gocomics.com/wrong-hands • wronghands1.com

GENWHY COMMUNICATIONS 2019
This is a tiny sample of what we do!

I talk fast, but you’ll adjust!
You're not that special.

KRISTIN SCROGGIN
YOU MAY BE AN OUTLIER IF...

- Single Parent, Special Needs Sibling, Older Parents
- Large Family
- Military or Military Family
- Grandparent Involvement
- Small Town
FEWER REFINERS = LESS POLISH
MICRO-GENERATION BREAKDOWN

TRADITIONALIST
1924-1945

BABY BOOMERS
1946-1964

GENX
1965-1984

- TRADITIONALIST: 94-84
- SILENT GENERATION: 83-74

- BABY BOOMERS: 73-65
- FLOWER CHILDREN: 64-55

- GENX: 54-42
- XENNIALS: 41-35
MICRO-GENERATION BREAKDOWN

* TRADITIONALIST: 1924 - 1935 (94-84)
  - SILENT GENERATION: 1936 - 1945 (83-74)

* BABY BOOMERS: 1946 - 1954 (73-65)
  - FLOWER CHILDREN: 1955 - 1964 (64-55)

* GENX: 1965 - 1977 (54-42)

* MILLENNIALS: 1985 - 1995 (34-24)
  - IGEN: 1996 - 2005 (23-14)  9/11 IMPACT?

* GENZ: 2006 - PRESENT (13-0)
46% of the US population is under 33 years of age.

CENSUS.GOV
I'VE GOT A TIP ON A HOT HORSE
MOST MILLENNIALS DON’T KNOW THE ORIGIN OF THE RULES YOU ENFORCE
MILITARY RULES

- Clothing = Power
- Hierarchy = Length of Time
- Be on Time
- Look Busy

GENWHY COMMUNICATIONS 2019
Boomers & Flower Children -

COMPETITION

SOCIALIZING

SUBJECT MATTER EXPERTS
Millennials & iGEN -
NOW WHAT?

• What needs to change in your recruitment process?
• How will you accommodate the focus on flexibility?
• What benefits are most likely to retain your employees?