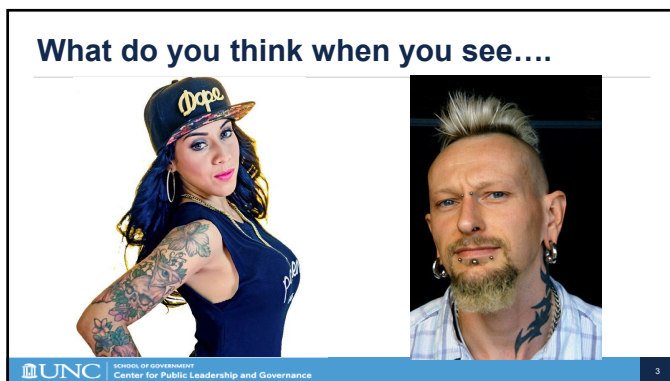




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What do you think when you see....




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What do you think when you see....




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What do you think when you see....




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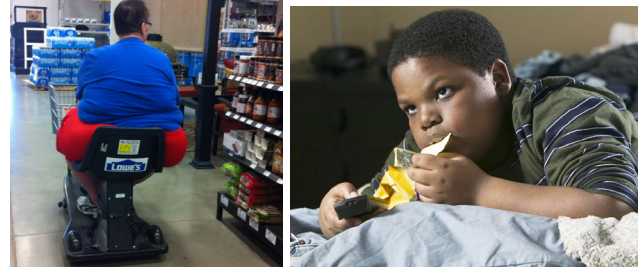
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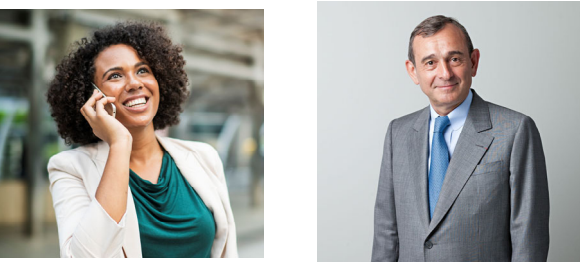
What do you think when you see....



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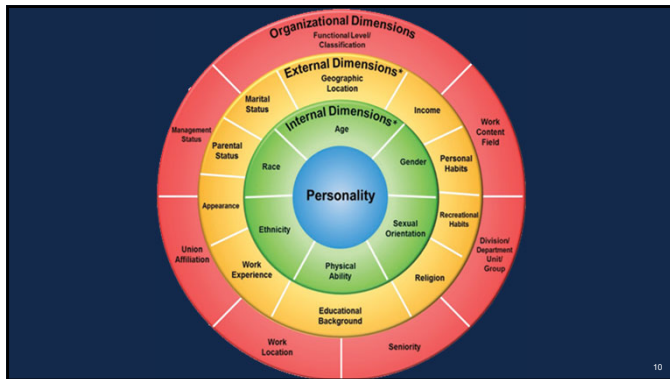
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What do you think when you see....



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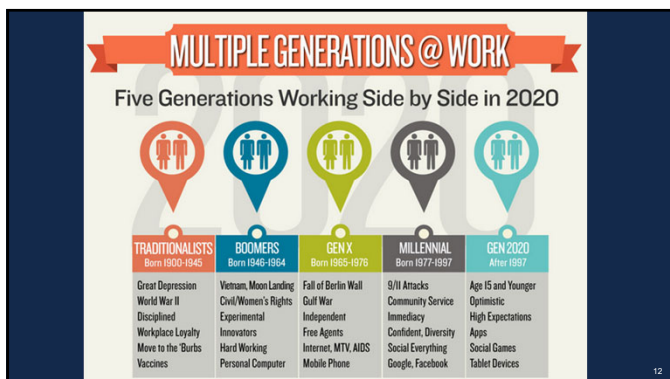
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Diversity of Generations

Managing Multiple Generations

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11



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Exercise Questions

- For each generation, make a list of what you believe to be true about those in the other generations.
- For your generation, answer this question:
What does my generation need in order to be happy, fulfilled and motivated at work?

13



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18

	Communication Preferences	Work Ethic and Values	Messages/Rewards that Motivate
Baby Boomers (1946-1964)	In-person Talk on the phone	"Work to Live" Crusading Causes Desire quality Personal fulfillment	You are valued. You are needed. Title Recognition/Promotions Having their expertise valued Money
Generation X (1965-1980)	Direct Immediate	Work-life balance Work well independently Want structure and direction Skeptical Self-Reliant	Do it your way. Forget the Rules Freedom is the best reward. Flexible Schedules Skills training- ability to grow
Millennials (Generation Y) (1982-1996)	Email Voicemail Text Social Media	Work-life balance Freedom and Flexibility Goal-oriented Entrepreneurial Tolerant	Continued learning opportunities. Positive work culture Immediate feedback - mentoring Meaningful work
Centennials (Generation Z) 1997- Present	Social Media Text	Security and Stability Hyper-productive Hardworking "Old souls in young bodies"	Money Social Rewards Constant Feedback Responsibility and meaningful work

19

Commonalities Across All Generations

- **Achievement**
 - Pride in one's work
 - Professionalism/opportunity for advancement
 - Capable workforce and effective leaders
- **Camaraderie**
 - Inclusiveness
 - Productive Relationships
- **Equity and Ethics**
 - Fair pay and benefits
 - Recognition and rewards
 - Integrity

What are you doing to address these commonalities?

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20



21

