



Four Generations – Four Approaches™: *Engaging Multigenerational Students*

November 3, 2016

TOPICS

- Overview of the different generations
- How generational identities translate into behaviours
- Millennials' expectations
- Learning preferences

THE WORKFORCE

Traditionalists (1922-1945)

71 – 94 years old

Goal is to build a legacy



Baby Boomers (1946-1964)

52 – 70 years old

Goal is to put their stamp on things



Gen Xer (1965-1980)

36 – 51 years old

Goal is to maintain independence



Millennial / Gen Y (1981-2000)

16 – 35 years old

Goal is to find work & life that has meaning





Gen Xers (1965-1980) 36–51 years old

Life-defining Events

- ❖ PCs
- ❖ AIDS
- ❖ Challenger disaster
- ❖ Corporate downsizing
- ❖ Berlin wall

Attitudes & Values

- ❖ Self-reliance
- ❖ Independence
- ❖ Pragmatism
- ❖ Scepticism
- ❖ Balance
- ❖ Collaboration

Characteristics & Skills

- ❖ Flexible & adaptable
- ❖ Independent
- ❖ Multi-taskers
- ❖ Results-driven
- ❖ Techno-literate

Goal is to maintain independence



Millennials (1981-2000) 16 – 35 years old

Life-defining Events

- ❖ 9/11
- ❖ School violence
- ❖ Reality TV
- ❖ Digital technology
- ❖ Political scandals
- ❖ Y2K

Attitudes & Values

- ❖ Confidence
- ❖ Diversity
- ❖ Optimism
- ❖ Dedication
- ❖ Civic duty

Characteristics & Skills

- ❖ Techno-savvy
- ❖ Collective action
- ❖ Pack mentality
- ❖ Innovative
- ❖ Accepting of differences
- ❖ Self-reliant

Goal is to find work and create a life with meaning

LINK BETWEEN IDENTITIES AND WORKPLACE BEHAVIOUR

Generational identities translate into distinct workplace behaviours as they relate to:

- ❖ Relationship with organization
- ❖ Relationship with authority
- ❖ Relationship with colleagues
- ❖ Work styles
- ❖ Management styles
- ❖ Learning styles

WORK STYLES

	Traditionalist	Boomer	Gen X	Millennial
Definition	Linear	Structured	Flexible	Fluid
Behaviours And Expectations	Follow the rules Change = Something is broken	Challenge the rules Change = Caution	Change the rules Change = Opportunity	Create the rules Change = Improvement

ATTITUDES TOWARD POST- SECONDARY EDUCATION

Along the expectation continuum of post-secondary education

- ❖ Opportunity vs. consumerism
- ❖ Egalitarian principle vs. personalization
- ❖ Privilege vs. entitlement
- ❖ Protégé vs. pundit
- ❖ Endurance vs. engagement (Edu-tainment)

MILLENNIALS' EXPECTATIONS

- ❖ Engage us
- ❖ Make it social
- ❖ Rewards us
- ❖ Be true – deliver on your promises
- ❖ Act on our suggestions

What about Mom & Dad?

LEARNING PREFERENCES

Traditionalist	Boomer	Gen X	Millennial
<ul style="list-style-type: none"> ❖ Structured / traditional classroom environment ❖ Dislike being centered out – individual learning ❖ Link learning with overall goals 	<ul style="list-style-type: none"> ❖ Interactive / group learning through facilitation ❖ Need time to practice applying new skills ❖ Link learning to new ways to ‘add value’ 	<ul style="list-style-type: none"> ❖ Fluid, JIT learning using technology ❖ Learn by doing – get involved! ❖ Making the learning fun, skill based, link to marketability 	<ul style="list-style-type: none"> ❖ Teamwork and technology ❖ Edu-tainment ❖ Link learning to making money

IMPACT ON COLLEGES

- ❖ Ability to prove your expertise in various ways based on audience expectations
- ❖ Ability to respond to students' questions – learning styles in a personalized way
- ❖ Ability to translate the content into on-the-job skills, results and marketability
- ❖ Ability to create a collaborative environment between different generational cohorts

Questions?

Please contact us with any inquiries you may have!

Giselle Kovary
gkovary@ngenperformance.com

1.877.362.7564 • 416.362.7564

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