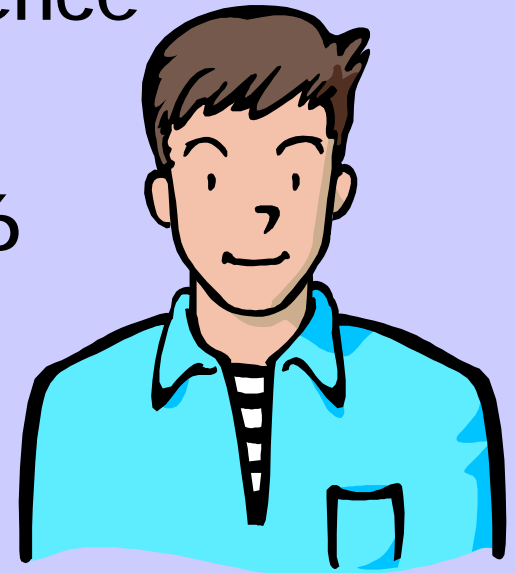


Meet the Emerging Generations: Are you ready for them?

Mary Cornetta-Brown, Principal
Cornetta-Brown Associates
OD Network Conference

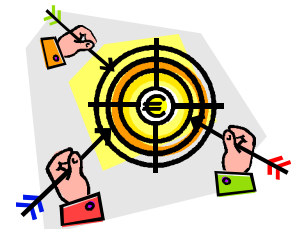


October 23, 2006
GD07



Topics Covered

- “Q & A Black Jack” Activity
Learn Emerging Generations approach to:
 - Work
 - Learning/Communication
 - Leadership
 - Management
 - World around them
- Learn 6 differentiators from previous generations
- Assess your organization’s readiness
- “Ready, Set, Goal” Activity
Discover & Apply ways to build collaboration



"Q & A Black Jack" Activity

- n 1 Dealer/table
- n 10 chips/person
- n 1-3 chips/bet
- n 25 chips to win!



WWI I Generation; Veterans

Debrief Activity

Ages 63 plus



- | | |
|----------------------|--------------------|
| n Outlook: | Practical |
| n Work Ethic: | Dedicated |
| n View of Authority: | Respectful |
| n Leadership by: | Hierarchy |
| n Relationships: | Personal sacrifice |
| n Perspective: | Civic |

Baby Boom Generation; Boomers

Ages 43-63

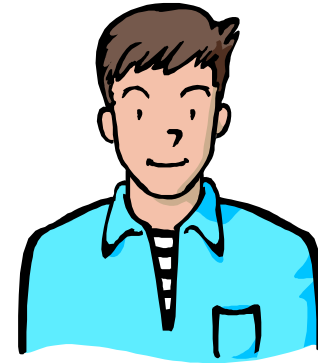
Debrief Activity



n Outlook:	Optimistic
n Work Ethic:	Driven
n View of Authority:	Love/hate
n Leadership by:	Consensus
n Relationships:	Personal gratification
n Perspective:	Team

Who are the Emerging Generations?

Generation X; Ages 25-45
(Younger Xers Ages 25-35)



- n Outlook: Skeptical
- n Work Ethic: Balanced
- n View of Management: Unimpressed
- n Leadership by: Competence
- n Learning Style: Interactive
- n Perspective: Self

Who are the Emerging Generations?

Millennial Generation; Gen Y Ages 4-24



- n Outlook: Hopeful
- n Work Ethic: Ambitious
- n View of Management: Relaxed, polite
- n Leadership by: Collaboration
- n Learning Style: Multi-task
- n Perspective: Civic

6 Differentiators from Previous Generations



Feeling
Important

Often
Overprotected



Raised in
groups
under
supervision



Optimistic

6 Differentiators from Previous Generations



Follow Rules



Team-Oriented



High Expectations of future contributions

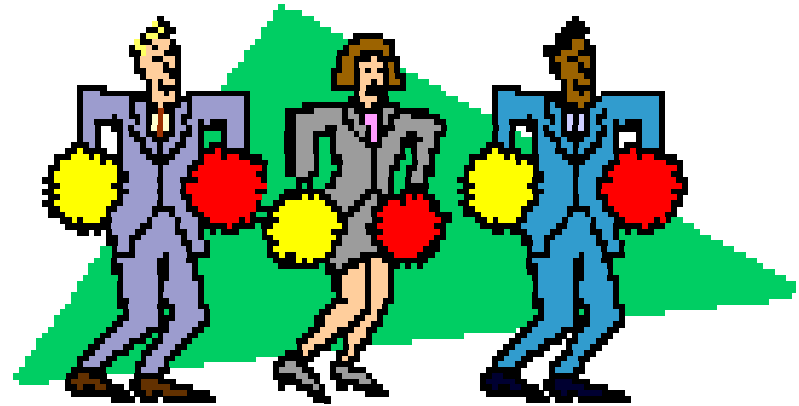
5 Key Needs to Consider when Communicating to Emerging Generations

Speed

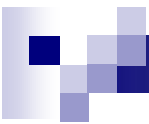
Interactivity

Relevancy

Options



FUN!



What does this mean for your organization?

Emerging Generation Employees will...

- n Desire more **attention** from bosses
- n Demand **clear rules**
- n Want a chance to perform tasks that will offer a **benefit to society**
- n Desire **increased teamwork** - reduced sense of personal accountability
- n Demand more **interactive, flexible, fun** training and communication



Assess Your Organization...

Does it have these things for Gen-Xers?

- n Flexible work schedules
- n Leadership roles without going into management
- n Mentoring Programs that offer:
 - .. Hands-off style
 - .. Assist Gen-Xers to learn new skills
- n Managers who can **guide with feedback, not step-by-step instructions**



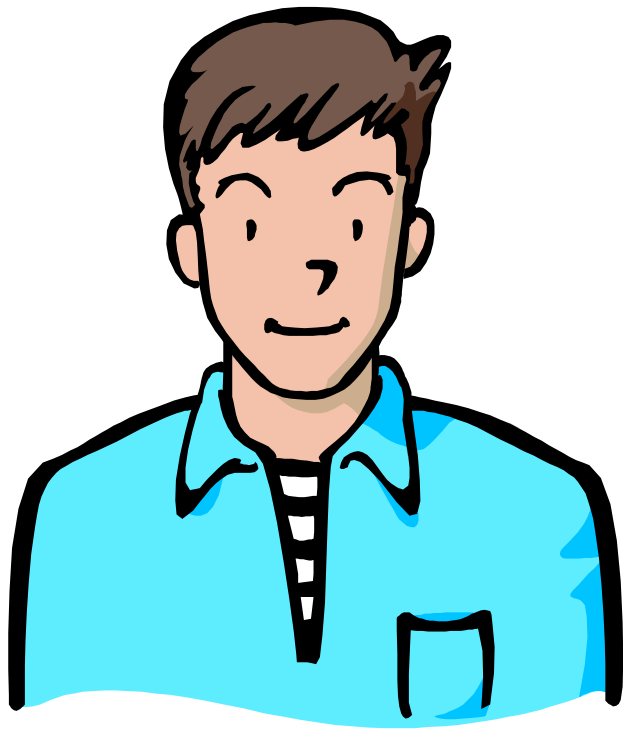
Assess Your Organization...

Does it have these things for Millennials?

- n Honest Interview Processes
- n “Onboarding” Programs
 - .. Orientation and training are key due to the lack of full time work experience
- n Mentoring Programs
 - .. Coaching and communication are viewed as a real plus
 - .. Offer in groups/teams
- n Managers with time, commitment and skill to **give feedback consistently**

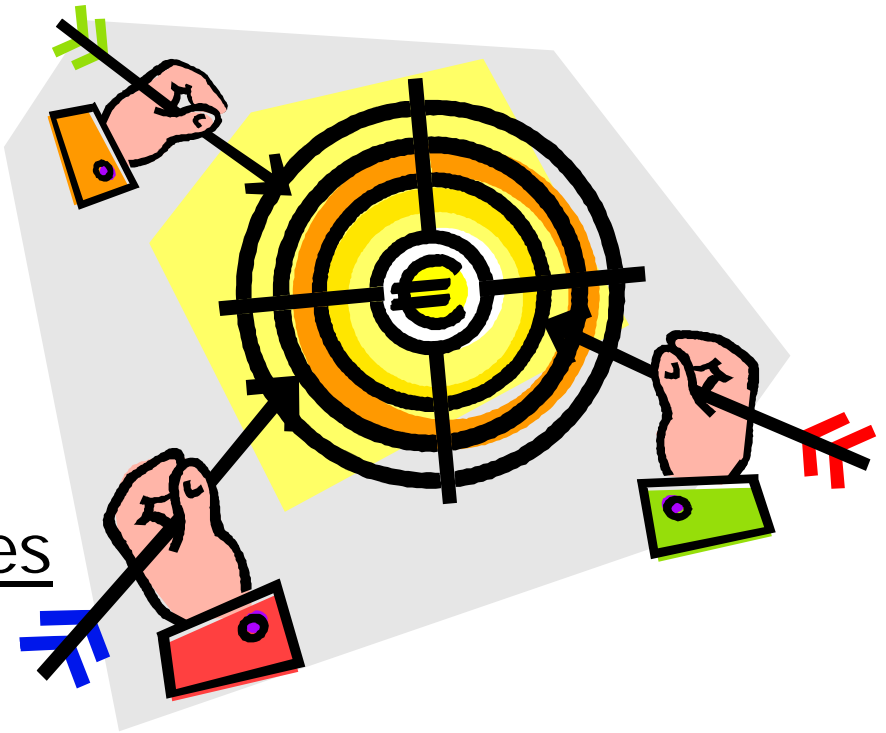


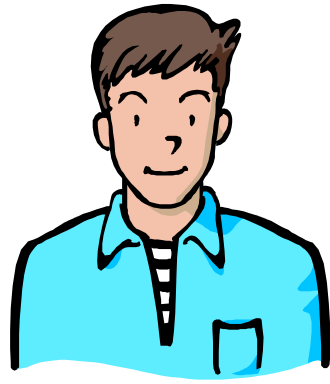
Are you ready for them?



"Ready, Set, Goal" Activity

- n Goal: Ways to build collaboration and stop generational collision
- n Generate problems/ barriers in the workplace
- n Generate Goals/Objectives/Activities for a chosen problem





Closing Thoughts



- n Apply your new knowledge of the Emerging generations' perspectives to your organizational development initiatives
- n "Treat others with their preferences in mind."
- n Meet the challenges of working in a multi-generational workplace head-on

Your Questions....





Cornetta-Brown Associates

Questions about the Emerging Generations?

Contact:

Mary Cornetta-Brown, Principal

Cornetta-Brown Associates
*Offering Organizational Development &
Executive Coaching Services*

17 Wauwinet Road
West Newton, MA 02465 USA
Tel: 617-969-3413 Fax: 617-964-9676
E-Mail: mary@cornetta-brownassociates.com
www.cornetta-brownassociates.com