Influential U ®

Advanced Business Education
Programs for Entrepreneurs, Executives, and Employees

A Three-Part Series

Generations and Personality

BABY BOOMER   GEN X   GEN Y   GEN Z

Part I Meet the Generations - 26 Oct
Part II Generations and Personality - 21 Nov
Part III Putting it All Together - 25 Jan

4 - 5 PM Pacific

Influential U

Ever wondered why Baby Boomers have such different worldviews from Millennials? Or why Gen Z's seem to navigate technology seamlessly while others might struggle?

There may be more to personality as Influential U teaches it.

Facilitated by:
John Patterson
Kirkland Tibbels

About Influential U

Influential U is a global professional development and training organization. **We provide innovative, customer-focused content and tools to enhance performance.** Our certified Faculty and Consultants offer results-driven training and consulting solutions for productivity, management, and leadership challenges.

These solutions are accessible via multiple delivery options, including in-person, virtual, and self-guided training, to give our clients the flexibility to learn when, where, and how it makes sense for them.

We've taught professionals from these organizations.

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Aerotek
airbnb
BERKSHIRE HATHAWAY INC.

Charter COMMUNICATIONS
CHASE
CISCO
COLDWELL BANKER

COMCAST
Epic
GE Healthcare
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Western Digital
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Influential U

Influential U specializes in business training with a unique emphasis on Transactional Competence™

Transactional Competence presents a distinctive methodology that seamlessly integrates these skills and abilities.

- Communication
- Emerging Leadership
- Teamwork/Collaboration
- Relationship Building
- Adaptability/Flexibility
- Emotional Intelligence

- Critical Thinking
- Interpersonal Skills
- Strategic Management
- Sales/Negotiation
- Cultural Awareness
- Diversity/Empathy

Licensing and Certifications

Fundamentals of Transaction
Influential U

Influential U Consultant (IUC)
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Influential U Consultant Trainer (IUCT)
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Influential U Master Licensee
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MAP2: PSTI - Planning, Strategy, Tactics, and Implementation
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Mechanics and Practice
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15 Unavoidable Conditions of Life
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Five Stages of Professional Influence
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Influential U Business License
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Personality and Behaving Transactionally
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Personality, Diversity, and Teams
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Planning, Strategy, and Tactics
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Priority in Practice
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Thirteen Steps to Bulletproof Offers
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You are always transacting.
Do you transact powerfully?

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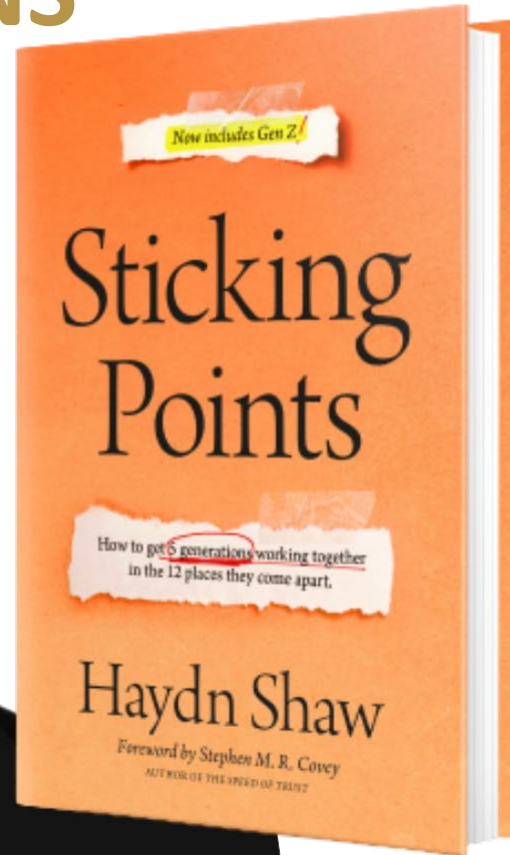Part III Putting it All Together - 25 Jan

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GENERATIONS

GENERATIONS - Survey

What's Your Gen?

Speaking of Gen- What's Jenny's Number?

What is a GENERATION?

GENERATIONS

What is a "generation"?

A populational cohort/group born within a time span (15-30 years) who share and are significantly impacted by cultural, social events, trends, and developments. The time span is as much defined by events as it is age range.

GENERATIONS

The time span is as much defined by <u>events</u> as it is age range.

<u>Defining Factors / Shared Experiences</u>

Historical Events – Value shifting events like wars, economic, & social

Technological Changes – Life altering adoption of new 'things'

Economic Conditions – Resource shifts (booms, busts, depressions, recessions)

Social/Cultural Shifts – Societal changes in social norms (gender, religion, relationship values, etc.)

GENERATIONS

For the first time in history, five generations are now engaging one another the workplace, families, political and religious organizations, etc.

Organizational Breakdowns

Communication

Policies & Work Ethic

Use of technology

Meeting conduct

Feedback

Dress Code

Schedules

Training

Loyalty

Influential U

MEET THE GENERATIONS

TRADITIONAL - Born between 1920- 1945   Age Range is 78 – 98

BABY BOOMERS - Born between 1946 - 1964   Age Range is 59 - 77

GENERATION "X" - Born between 1965- 1980   Age Range is 43 - 58

GENERATION "Y" –Born between 1981 -1996   Age Range is 27 – 42

GENERATION "Z" – Born between 1997 – 2012   Age Range is 11 – 26

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TRADITIONAL / "The Greatest Generation"

TRADITIONAL - Born between 1920- 1945

Age Range is 78 – 98

Between 2% and 3% (3.5 M +) active in the workforce and another 3% on boards +

TRADITIONAL (Age 78 – 98)

Overview: This generation lived through the Great Depression and World War II. Their formative years were defined by significant economic hardship and global conflict. Grew up on farms – slowly moved to the city.

Characteristics: Disciplined, strong work ethic, loyal to their elders and employers, respect for authority, and a sense of duty before fun. Formal attire

Key Events: Stock Market Crash, WWII, the beginnings of the Civil Rights Movement.

Technological Context: Mostly grew up without many of the modern conveniences we have today. Radio was the primary source of entertainment and information.

TRADITIONAL (Age 78 – 98)

Organizational Breakdowns

Communication: Prefers face-to-face or written communication. Direct and formal.

Policies & Work Ethic: Values hard work, discipline, respect, and consistency.

Use of technology: Very limited. Rely on traditional methods unless trained.

Meeting conduct: Appreciates a well-structured, disciplined meeting with a clear agenda.

Feedback: Prefers constructive criticism given privately and respectfully.

Dress Code: Conservative. Business attire is more formal than later generations.

Schedules: Expects punctuality and values consistent schedules.

Training: Prefers structured, one-on-one training, often hands-on.

Loyalty: Highly loyal to organizations and expects the same in return.

BABY BOOMERS

BABY BOOMERS - Born between 1946 - 1964

Age Range is 59 - 77

Between 20% and 25% (25 - 35 M +) active in the workforce

BABY BOOMERS (Age 59 – 77)

Overview: Post-WWII optimism led to a population "boom". This generation witnessed and influenced significant social change.

Characteristics: Value relationships, optimistic, competitive, focused on personal accomplishment, and often challenge the status quo.

Key Events: Civil Rights Movement, Vietnam War, landing on the moon, the rise of television.

Technological Context: Grew up with black and white TV, which later transitioned to color. Saw the introduction of personal computers in their adult lives.

BABY BOOMERS (Age 59 – 77)

Organizational Breakdowns

Communication: Values both face-to-face and telephone conversations.

Policies & Work Ethic: Strong work ethic with an emphasis on loyalty and dedication.

Use of technology: May need encouragement with newer technologies but can adapt.

Meeting conduct: Prefers clear agendas and values in-person discussions.

Feedback: Wants recognition for their contributions and achievements.

Dress Code: Leans towards business formal, but adaptable to business casual.

Schedules: Values punctuality and structure.

Training: Prefers workshops, seminars, and personal interactions.

Loyalty: Typically loyal to an employer, values job security.

GENERATION "X"

Born between 1965- 1980

Age Range is 43 – 58

Approximately 50M +
Between 20% and 25% (25 - 35 M +) active in the workforce

GENERATION "X" (Age 43 – 58)

Overview: Sandwiched between Boomers and Millennials, they're sometimes called the "middle child" of generations. They lived through economic downturns and the rise of dual-income families.

Characteristics: Value work-life balance, skeptical, self-reliant, and appreciate informality. This generation also pioneered many tech and pop culture trends.

Key Events: Fall of Berlin Wall, Challenger disaster, AIDS epidemic, and rise of MTV.

Technological Context: Came of age with the personal computer, video games, and the internet's early days. The Donkey Kong Generation.

GENERATION "X" (Age 43 – 58)

Organizational Breakdowns

Communication: Mix of face-to-face, emails, and phone calls. Prefers direct communication.

Policies & Work Ethic: Values work-life balance and flexibility.

Use of technology: Comfortable with technology, quick to adapt to new tools.

Meeting conduct: Appreciates efficiency. Clear objectives and minimal meetings.

Feedback: Prefers regular feedback on their performance.

Dress Code: Tends towards business casual.

Schedules: Values flexibility but appreciates clarity and punctuality.

Training: Enjoys a mix of traditional workshops and e-learning.

Loyalty: Values opportunities and growth, might not stay with one company for life.

GENERATION "Y" / "Millennials"

Born between 1981 -1996

Age Range is 27 – 42

Between 35% and 40% (50 - 60 M +) active in the workforce

Millennials "Y" / (Age 27 – 42)

Overview: Grew up in a time of immense technological change, globalization, and economic disruption. They're known for their tech-savviness and their values-driven approach to work and life.

Characteristics: Technologically adept, value authenticity and experiences, often prioritize work with purpose, and have a reputation for being "digital natives".

Key Events: 9/11 terrorist attacks, Great Recession, rise of social media, and the early days of smartphones.

Technological Context: Lived through the rise of the internet, mobile technology, and social media platforms.

Millennials "Y" / (Age 27 – 42)

Organizational Breakdowns

Communication: Diverse – face-to-face, emails, instant messaging, and social media.

Policies & Work Ethic: Emphasizes work-life integration and flexibility.

Use of technology: Digital natives – highly tech-savvy.

Meeting conduct: Prefers efficient, interactive sessions, possibly virtual.

Feedback: Wants frequent, constructive feedback.

Dress Code: Business casual to casual, depending on the company culture.

Schedules: Desires flexibility but can adhere to deadlines.

Training: Prefers on-demand learning, videos, and interactive platforms.

Loyalty: Tends to switch jobs for better opportunities and experiences.

GENERATION "Z"

Born between 1997 – 2012

Age Range is 11 – 26

Between 8% and 10% (8 - 10M) active in the workforce

GENERATION "Z" (Age 11 – 24)

Overview: True digital natives, they're growing up in an era of rapid change, both technologically and socially.

Characteristics: Highly connected, socially aware, entrepreneurial, and value individual expression. They're also known to be more pragmatic and financially conscious at a younger age.

Key Events: The proliferation of smartphones, social media's dominance, significant global political shifts, and challenges like climate change.

Technological Context: Cannot remember a world without smartphones, instant access to information, and global connectivity.

GENERATION "Z" (Age 11 – 24)

Organizational Breakdowns

Communication: Primarily digital – instant messaging, social media, and video calls.

Policies & Work Ethic: Values individual expression, inclusivity, and flexibility.

Use of technology: Digital natives – adept at multi-platform usage.

Meeting conduct: Prefers quick, engaging meetings, often virtual.

Feedback: Seeks instant feedback and validation.

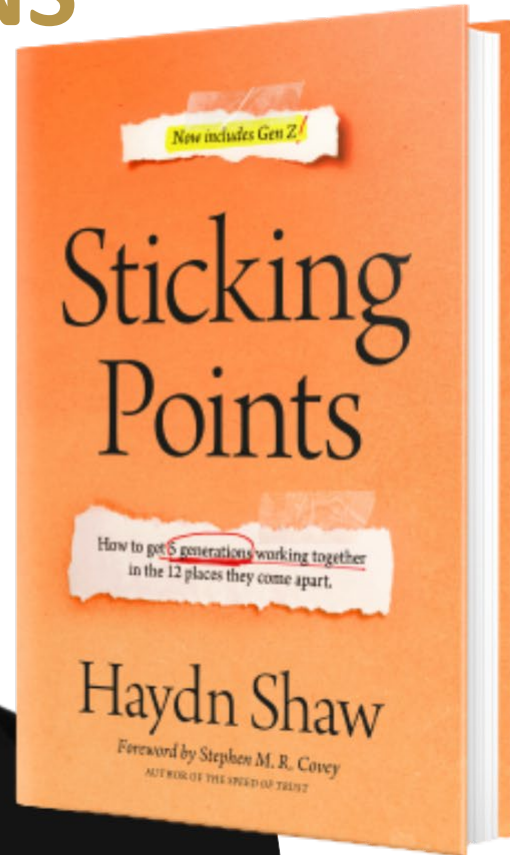**Dress Code:** Leans towards casual but can adapt based on company culture.

Schedules: Values flexibility, but appreciates clear expectations.

Training: Favors microlearning, gamification, and mobile-friendly platforms.

Loyalty: Prioritizes personal growth, might have multiple job roles concurrently.

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GENERATIONS

READ – Sticking Points, by Haydn Shaw

Register for Pt. 2 <u>and</u> Pt. 3

Invite Key Individuals to Attend

Those who transact powerfully, thrive.™

Feedback Survey

To complete, please take a moment to offer feedback.

Thank you!