The Multigenerational Association

Who We Are and What We Want

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(Based on Generations at Work by Zemke, Raines, and Filipczak)
Facts That Concern Us

- In the next 5-7 years, an estimated 50 percent of the teaching force in America will retire or resign.
- Two-thirds of the new workforce will come from Gen X and Gen Y (others will come from those seeking a second career).
- This turnover will have a significant effect on public education.
Generations Side By Side

- Veterans
- Baby Boomers
- Gen X
- Gen Y (Nexters)
- Cuspers
The make-up of these generations...
Veterans “The Greatest Generation”

- Born: 1922-1943

- Heroes: Superman, Franklin and Eleanor Roosevelt, Churchill, Patton, Montgomery, Eisenhower, Audie Murphy, Babe Ruth, Joe DiMaggio.

*The two halves of this generation were not created equal.*
Veteran Core Values

- Dedication/sacrifice
- Hard work
- Conformity
- Law and order
- Respect for authority
- Patience
- Duty above pleasure
- Honor
They Remember...

- “Loose lips sink ships”
- Kewpie Dolls
- Mickey Mouse
- Flash Gordon
- The Golden Era of Radio
- Wheaties
- Charlie McCarthy
- Tarzan
- Jukeboxes
- Blondie and Dagwood
- The Lone Ranger
VETERANS ON THE JOB

ASSETS:
- Stable
- Detail oriented
- Thorough
- Loyal
- Hard working

LIABILITIES:
- Inept with ambiguity and change
- Reluctant to buck the system
- Uncomfortable with conflict
- Reticent to say when they disagree
MESSAGES THAT MOTIVATE

- “Your experience is respected.”
- “It’s valuable to the rest of us to hear what has or hasn’t happened in the past.”
- “Can you help me with...?”
What Other Generations Say about Veterans

- Baby Boomers say…
  “They’re dictatorial.”
  “They need to learn to be flexible.”
  “They are inhibited.”
  “The are too narrow.”

- Gen Exers say…
  “They’re too set in their ways.”
  “Learn how to use your E-mail, man!”
  “They too shall pass.”
  “They’ve got all the money.”

- Nexters say…
  “They are trustworthy.”
  “They are good leaders.”
  “They are brave.”
How to Get Along with Veterans

- Approach them with respect.
- Show you value their input and loyalty.
- Allow them to impart the traditions of education.
- Let them know that you need them.
- Let them know that you are serious about the important work you do.
BABY BOOMERS

- **Born**: 1943-1960 (Children of Builders)

- **Heroes**: Gandhi, Martin Luther King, Jr.  
  John and Jackie Kennedy, John Glenn.
They Remember...

- The “Ed Sullivan Show”
- Quonset Huts
- Fall-Out Shelters
- Poodle Skirts
- Slinkies
- Hula Hoops
- “Laugh In”
- The PEACE Sign
Boomers’ Core Values Include…

- Optimism
- Team orientation
- Personal gratification
- Health and wellness
- Personal growth
- Youth
- Work
- Involvement
BOOMERS ON THE JOB

ASSETS:
- Service oriented
- Driven
- Willing to “go the extra mile”
- Good at relationships
- Want to please
- Team players

LIABILITIES:
- Not naturally “budget-minded”
- Uncomfortable with conflict
- Reluctant to go against peers
- Tend to put process ahead of results
- Overly sensitive to feedback
- Judgmental of those who see things differently
- Self-centered
MESSAGES THAT MOTIVATE

- "You’re important to our success"
- "You’re valued here"
- "Your contribution is unique and important"
- "We need you"
- "We/I approve of you"
- "You’re worthy of respect"
- "We’re here to serve you"
What Other Generations Say About Boomers

- Veterans say…
  “They talk too much about their personal lives.”
  “They are self-absorbed.”

- EXers say…
  “They’re self-righteous.”
  “They’re workaholics.”
  “They don’t walk the talk.”
  “Lighten up; it’s only a job.”
  “Get outta my face!”

- Nexters say…
  “They’re cool. They like the music I like.”
  “They work too much.”
How to Get Along with Boomers

- Demonstrate to them that your work ethic equals theirs.
- Be nice, warm, friendly and find some opportunities for agreement and harmony.
- Ask questions. Boomers love to share.
- Let them know you value their time and effort.
- Ask them, don’t tell them.
GEN Xers

- **Born:** Between 1961-1980
  
  *(Children of Boomers)*

- **Heroes:** None
They remember…

- “The Brady Bunch”
- Pet Rocks
- Platform Shoes
- “The Simpsons”
- “Dynasty”
- “ET”
- Cabbage Patch Dolls
Xers’ Core Values

- Diversity
- Global thinking
- Balance
- Technoliteracy
- Fun
- Informality
- Self-reliance
- Pragmatism
- “What’s in it for me?”
GEN Xers on the Job

ASSETS:
- Adaptable
- Techno-literate
- Independent
- Not intimidated by authority
- Creative
- Comfortable with change

LIABILITIES:
- Impatient
- Lack confidence in people and institutions
- Inexperienced
- Cynical
- Defensive
MESSAGES THAT MOTIVATE

- “Do/Have it your way.”
- “You’ll have autonomy when working for the Association.”
- “You’ll have fun here..”
- “Here is some constructive feedback (will take this more from Boomers than other generations).”
- “Your individualism is valued here.”
What Other Generations Say About EXers

- Veterans say…
  “They’re not educated.”
  “They don’t respect experience.”
  “They don’t know what hard work is.”
  “They don’t follow the rules.”

- Boomers say…
  “They’re slackers.”
  “They are rude and lack social skills.”
  “They spend too much time on their computers.”
  “They don’t wait their turn.”

- Nexters say…
  “Cheer up!”
How to Get Along with EXers

- Don’t ask them to stay too long after contract ends.
- Contact them using technology.
- Keep all contacts brief and to the point.
- Make them feel like you view them as those “in the know.” (“We need your input.”)
- Create an informal atmosphere with them.
- Don’t preach to them.
**GEN Y**  (a.k.a. Nexters, Millenials, OR Echo Boomers)

- **Born:** Between 1980 and 2000
  (Children of Boomers and Gen Xers)

- **Heroes:** Michael Jordan, Princess Diana, Mark McGwire or Sammy Sosa, Mother Teresa, Bill Gates, Mia Hamm
They Remember…

- Teenage Mutant Ninja Turtles
- Tamagotchi
- Beanie Babies
- Oprah and Rosie
- Spice Girls
- X Games
- Barney
- Pogs
NEXTERS’ CORE VALUES

- Optimism
- Civic duty
- Confidence
- Achievement
- Sociability
- Morality
- Street smarts
- Diversity
- Family oriented
- Tolerance
ASSETS:
- Involved in collective action
- Optimism
- Tenacity
- Heroic spirit
- Multitasking capabilities
- Technologically savvy

LIABILITIES:
- Need for supervision and structure
- Inexperienced, particularly with handling difficult people issues
- Itchy feet
MESSAGES THAT MOTIVATE

• “You’ll be working with other bright and creative people.”
• “We respect your opinion.”
• “You can make a real difference to the future of the Association and to other educators.”
• “You can be a hero here.”
What Other Generations Say About Nexters

- Veterans say…
  “They have good manners.”
  “They’re smart little critters.”
  “They need to toughen up.”
  “They watch too much TV.”
- Boomers say…
  “They’re cute.”
  “They need more discipline.”
  “They need to entertain themselves better.”
  “Can you do a web page for me?”
- EXers say…
  “Neo-Boomers!”
  “Here we go again…another self-absorbed generation of spoiled brats.”
How to Get Along with Nexters

- Be aware of and sensitive to the differences between Xers and Nexters.
- Allow for innovation and creativity.
- Provide plenty of professional development.
- Provide older mentors for Nexters (usually avoid Gen X and other Nexters).
The Key to Enlisting Individuals to Help in Association Work:

- Listen more than you talk.
- Keep in mind that different generations have different needs.
- Always be on the lookout for new talent.
- Remember: “It’s the relationships!”
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