

# Generational Differences

This lesson is intended to encourage unit commanders to consider generational differences in their policies and procedures to increase their unit's performance and appeal.

# Generational Differences

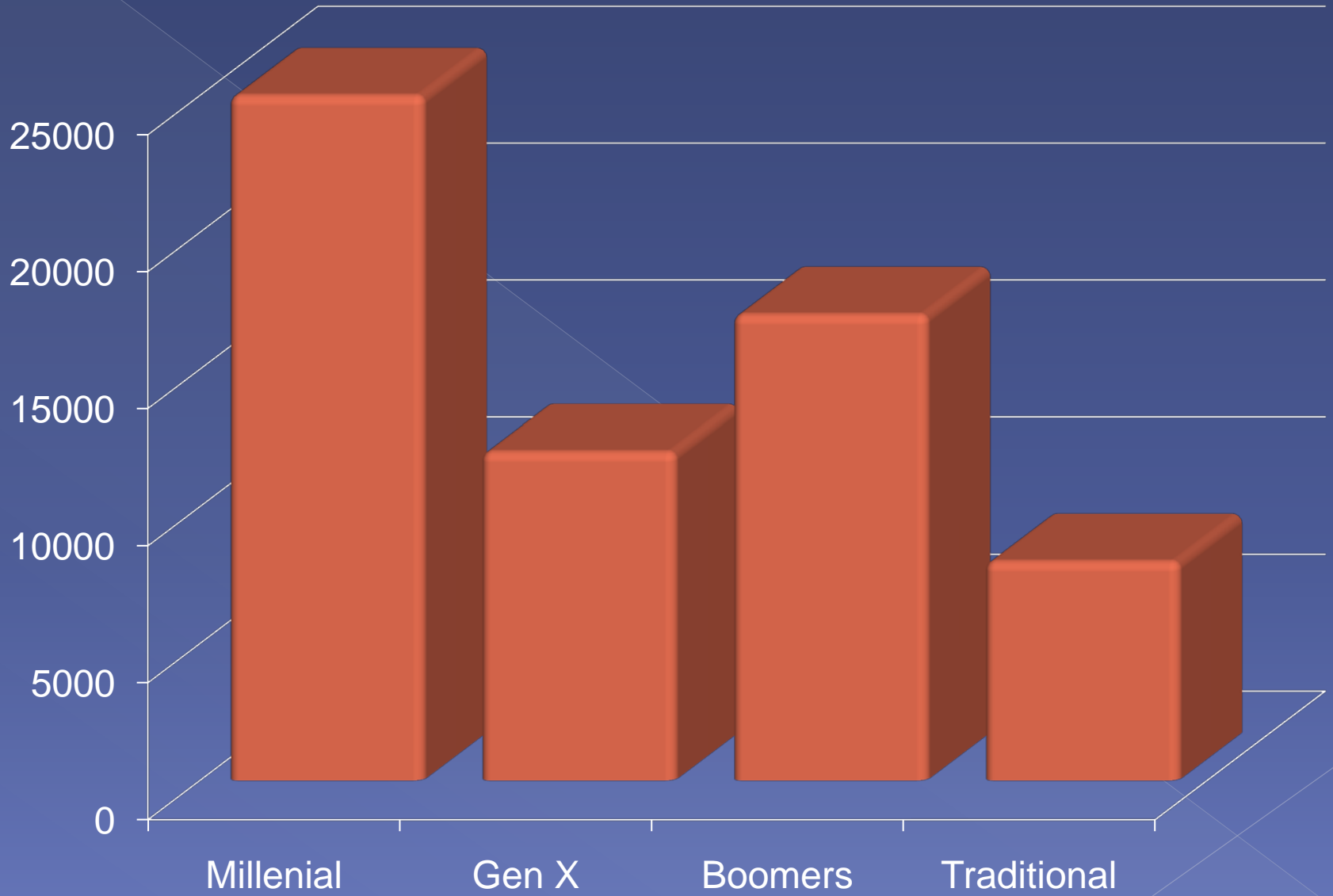
## Overview

- Basic generational differences
- Incorporating multiple generations in squadron operations
- Generational differences affecting recruiting and retention

# Generational Differences

As a squadron commander, you must think about how to make the generational gaps seamless and how to make your organization appealing to, not only those who are already members, but those who may join, despite their generation.

# CAP Generations



# Generational Differences

## The Traditional Generation (Born before 1946)

- First Miss Americas and all-American athletes
- Built up the postwar “affluent society,” erecting suburbs, and inventing miracle vaccines
- Built missiles and launched moon rockets
- Greatly invested in civic life
- Focused more on process, actions, and behavior than on values and beliefs
- Entered retirement with unprecedented affluence

# Generational Differences

## The Traditional Generation (Born before 1946)

- Extremely loyal and dedicated
- Prefer Hierarchical Organizational Structures
- Believe in putting in your dues
- Stick to the system and what has worked in the past
- Demand respect
- Like formality

# Generational Differences

## The Traditional Generation (Born before 1946)

- Private
- Their word is their bond
- Committed to teamwork and collaboration
- Display command-and-control leadership styles
- Reticent in conflict

# Generational Differences

## The Boom Generation (Born between 1946-1966)

- During the Boomers' youth, crime rates, substance abuse, and sexual risk taking all surged while academic achievement and SAT scores fell
- During the 1980's many Boomers refashioned themselves as yuppie individualists in an era of deregulation, tax cuts, and entrepreneurship
- During the 1990s they waged scorched-earth political battles between "red" and "blue" zones
- As parents, they have developed very close individual relationships with their children, to the point of hovering. Their generation has suffered declining economic prosperity

# Generational Differences

## The Boom Generation (Born between 1946-1966)

- Raised to respect authority figures
- Untrusting of authority (based on Korea, Vietnam, Watergate, etc)
- Raised to think they are special
- Their work defines them; work = self-worth

# Generational Differences

## The Boom Generation (Born between 1946-1966)

- Believe hard work and sacrifice leads to success
- Started work-a-holic trends
- Highly competitive (due to economic recession in the 70's&80's)
- Believe in loyalty towards employees from employers
- Goal-oriented, but also believes in process instead of result

# Generational Differences

## The Boom Generation (Born between 1946-1966)

- Seek job-security
- Sense of entitlement
- Value chain-of-command and expect authority
- Fight for causes although they don't like conflict

# Generational Differences

## Generation X (Born 1967-1979)

- Grew up in an era of failing schools & broken marriages
- Learned early to distrust institutions, starting with family
- By the mid-1980s MTV, hip-hop, and a surging interest in business and military careers had marked a new and hardening pragmatism in their mood
- Over the next decade crime and teenage pregnancy soared. Many of them have begun to construct the strong families that they missed in childhood
- Prefer free agency over corporate loyalty. They're the greatest entrepreneurial generation in U.S. history
- Believe volunteering or helping people one-on-one is more efficacious than voting or working to change laws

# Generational Differences

## Generation X (Born 1967-1979)

- Grew up in a period of financial, familial and societal insecurity
- Families had high-divorce rates, double working parents, latch-key kids
- Grew up with world-wide competition – the first generation to do so
- Expect instant feedback, basis in video games and computers

# Generational Differences

## Generation X (Born 1967-1979)

- Have a desire to balance work and home-life
- More autonomous and self-reliant than previous generations
- Not loyal to employers
- Strong loyalty to family and friends
- Desire for continuous learning

# Generational Differences

## Generation X (Born 1967-1979)

- Result focused
- Question authority and are not impressed by it
- Money doesn't motivate
- Prefer flexible schedules
- Entrepreneurial and tolerate work as long as it's fun

# Generational Differences

## The Millennial Generation (Born 1980-1999)

- Have seen steady decreases in high-risk behaviors
- Gravitating towards large institutions and government agencies, seeking teamwork, protection against risk, and solid work-life balance
- Their culture is becoming less edgy, with a focus on upbeat messages and big brands.
- Their close relationships with their parents are carrying over into their young adult lives

# Generational Differences

## The Millennial Generation (Born 1980-1999)

- ◉ Shaped by parental excess
- ◉ Comfortable with technology
- ◉ Embrace diversity
- ◉ Like teamwork and collective action
- ◉ Desire balanced life (work & play)

# Generational Differences

## The Millennial Generation (Born 1980-1999)

- Optimistic
- Multi-taskers
- Most educated generation
- Thought of as demanding
- Most confident generation

# Generational Differences

## Summary

- Basic generational differences
- Incorporating multiple generations in squadron operations
- Generational differences affecting recruiting and retention

# Generational Differences

## Questions & Answers