

The New Multigenerational Workplace: Welcome iGens



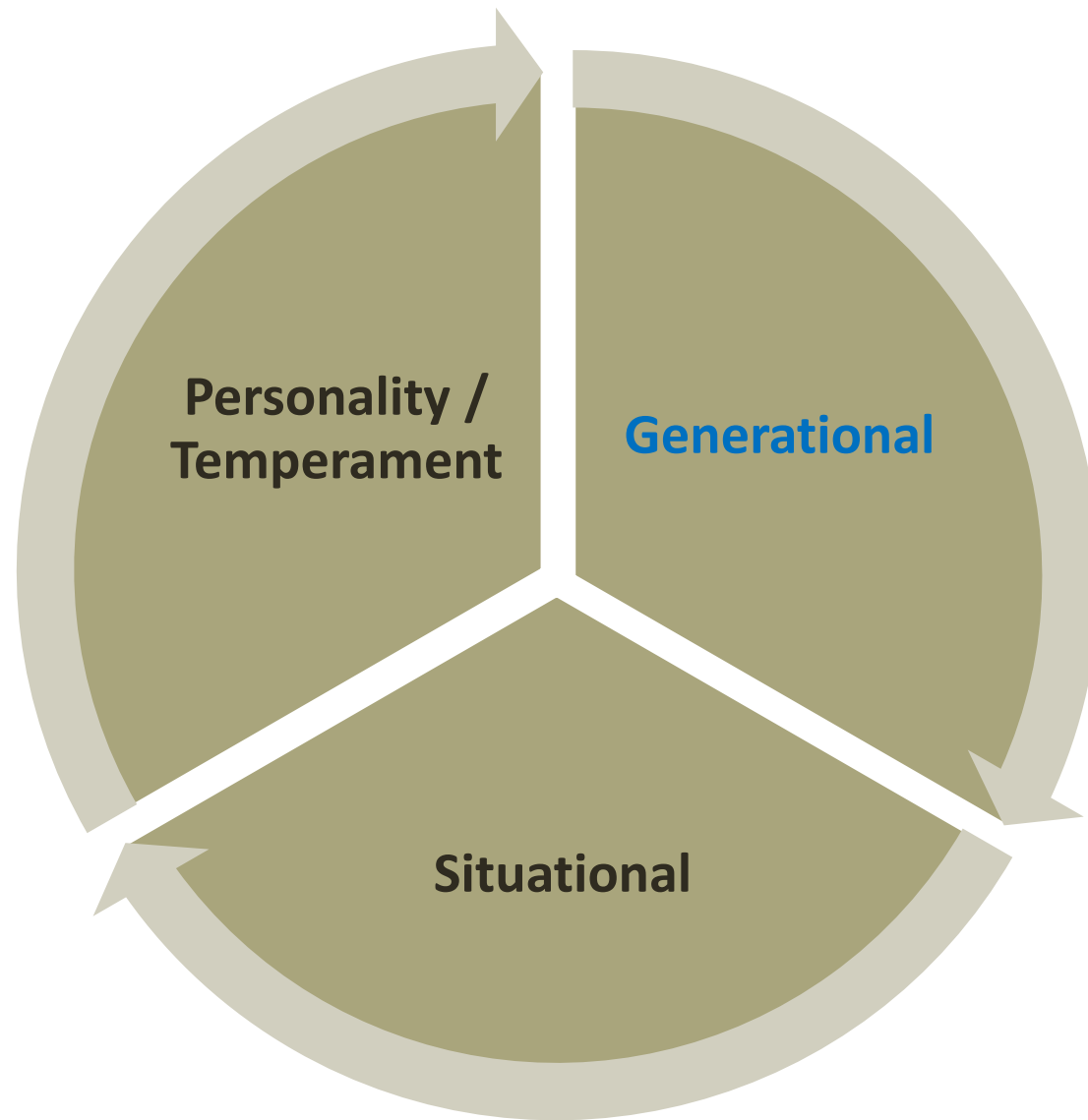
Workplace Safety North
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Selected Slides

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Generational Identities

How to Define a Generation

- A birth cohort who share a common location in history and common peer persona that reflects their collective identity
 - And now a word about stereotyping...



The Four Generations (+1)

Birth Years	Age
Traditionalists (1922-1945)	74-97
Baby Boomers (1946-1964)	55-73
Gen X (1965-1980)	39-54
Gen Y (1981-2000)	19-38
Gen Z/Globals/iGen (2001-present)	0-18

(Buahene and Kovary, **Loyalty Unplugged**, 2007 and **Upgrade Now**, 2012), Twenge, **iGen**, 2017

Traditionalists (74+)

4 Biggest Ghost Stories

#1 – The Great Depression

#2 – World War II

#3 – The move from the farm to the city

- Life on the farm...
 - makes it easier to instill work ethic
 - provides meaningful adult roles at a much earlier age
 - made it harder to commit crimes, abuse drugs and become an unwed mother
 - is driven by the sun, not the electron

#4 – Mass marketing and the confidence in experts

“keep calm and carry on”



Baby Boomers (age 55-73)

4 Biggest Ghost Stories



#1 – The boom of babies

#2 – Affluence

#3 – Television

#4 – The generation gap



- The second wave... choppy than the first
- Older boomers, more in common with Traditionalists
- Younger boomers, more in common with Gen Xers

“Do your own thing.”

Gen Xers (age 39-54)

The Four Biggest Ghost Stories

#1 – Squished

#2 – Divorce

#3 – Downward Mobility

#4 – Parody “... a poor imitation of something serious in order to make light of it and expose its flaws”



Coupland, Douglas (1992) GenX: Tales from an Accelerated Culture

“Get real.”

Millennials (age 17-36)

- #1 – Heavy parental involvement
- #2 – Fear of low self-esteem
- #3 – The consumer age
 - Money matters
 - The two halves of the millennials and the great recession



Millennials (age 17-36)

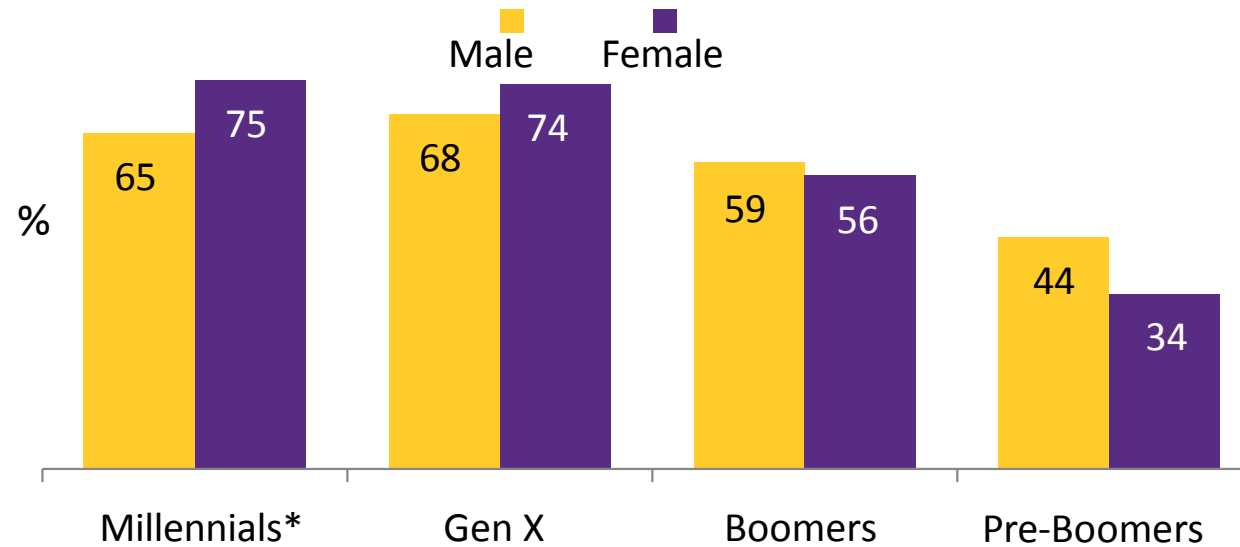
- #4 – 9/11
- #5 – Technology everywhere
 - Technology...
 - Makes the millennials important to the older generations
 - Gave the millennials freedom
 - Shrank and expanded the millennials' world
 - Gathers the millennials into tribes
- #6 – Emerging adulthood



“Can we fix it? Yes we can.”

Millennials and Gen X are highly educated, especially females

Percent of Population with Post-secondary Degree or Diploma, Canada, 2015

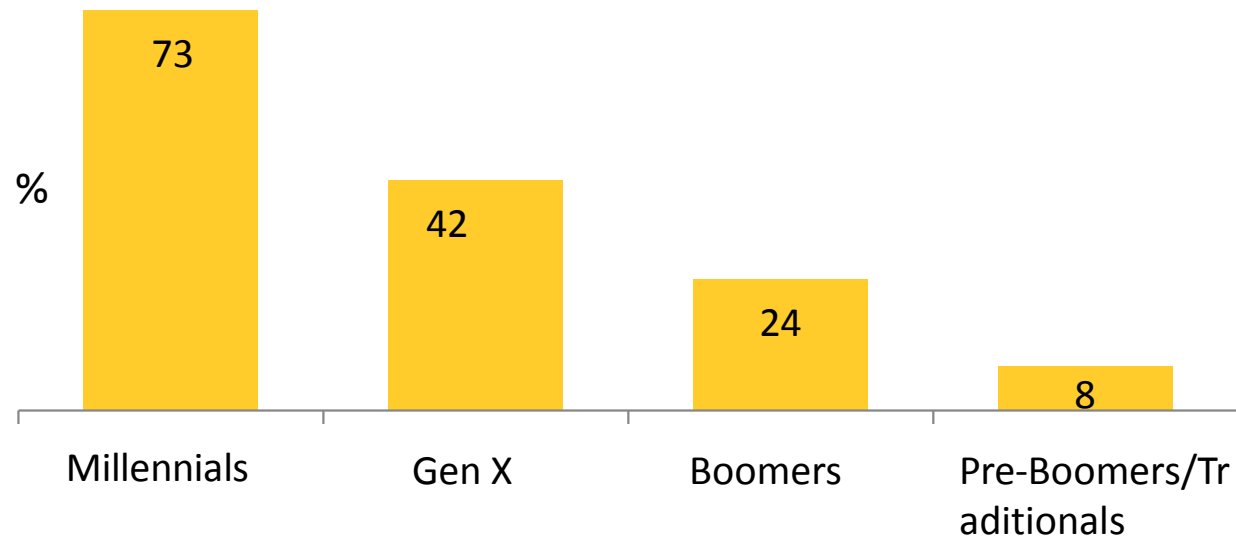


* Ages 25-34

Source: Statistics Canada, Labour Force Survey

Millennials are heavy users of social media

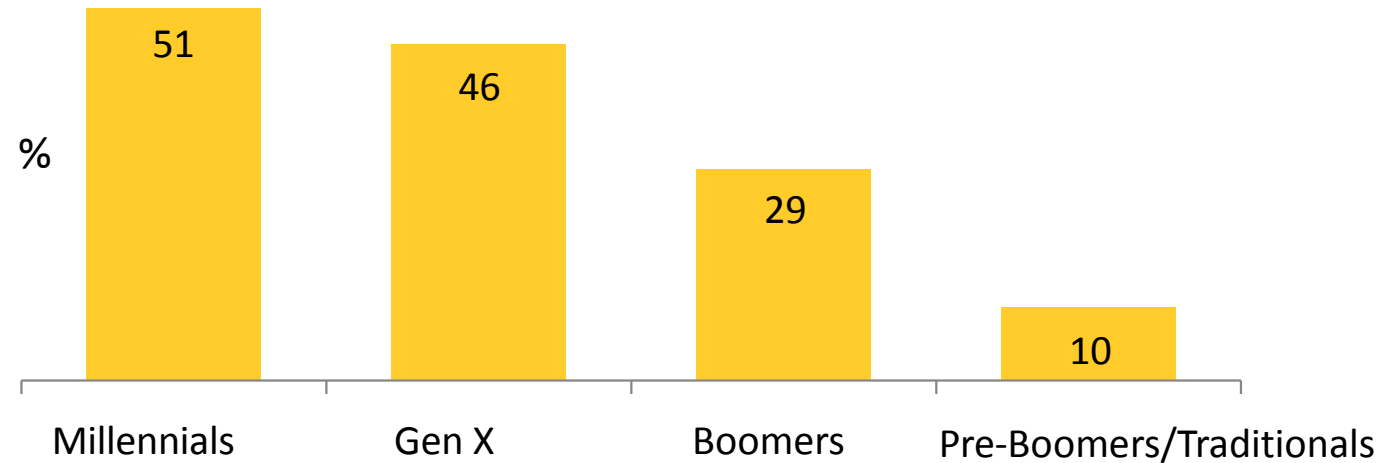
Percent of Total Population that Access Social Networking Daily



Source: Statistics Canada, 2013 General Social Survey

Millennials and Gen X use the Internet for purchases

Percent of Total Population that Purchases Goods or Services on the Internet at Least Once a Month



Source: Statistics Canada, 2013 General Social Survey

Generation Z a.k.a. The Globals

(2001-) (Age: up to 18)



Life-defining Events:

fighting terrorism, real estate meltdown/Wall Street collapse, mobile technology, social networks, Trump

Attitudes and Values:

Fiscal conservatism, expectation of transparency/less value on privacy, realism (from self esteem to pragmatic prep for the business world), concern for business/environmental/ social ethics

Characteristics & Skills:

Research abilities (sourcing information), need for constant stimulation, poor face to face communication skills, hyper insistence on individualization

Jean M. Twenge PhD

author of *Generation Me*

iGen

Why Today's
Super-Connected
Kids are Growing up
Less Rebellious, More
Tolerant, Less Happy—
and Completely
Unprepared for
Adulthood*

*and What That Means for the Rest of Us



iGen - 10 important trends (Twenge)

- **In no hurry**

- Extension of c/hood into adolescence

- **Internet**

- Time on phones/what it has replaced

- **In person no more**

- Decline of in-person social interaction

- **Insecure**

- Sharp rise in mental health issues

- **Irreligious**

- Decline in religion and spirituality

... 10 trends

- **Insulated but not intrinsic**
 - Interest in safety/decline of civic engagement
- **Income insecurity**
 - Attitudes towards work
- **Indefinite**
 - Attitudes about sex, relationships, children
- **Inclusive**
 - Acceptance, equality, free speech debates
- **Independent**
 - Political views

Fighting with Parents (Gr. 12)

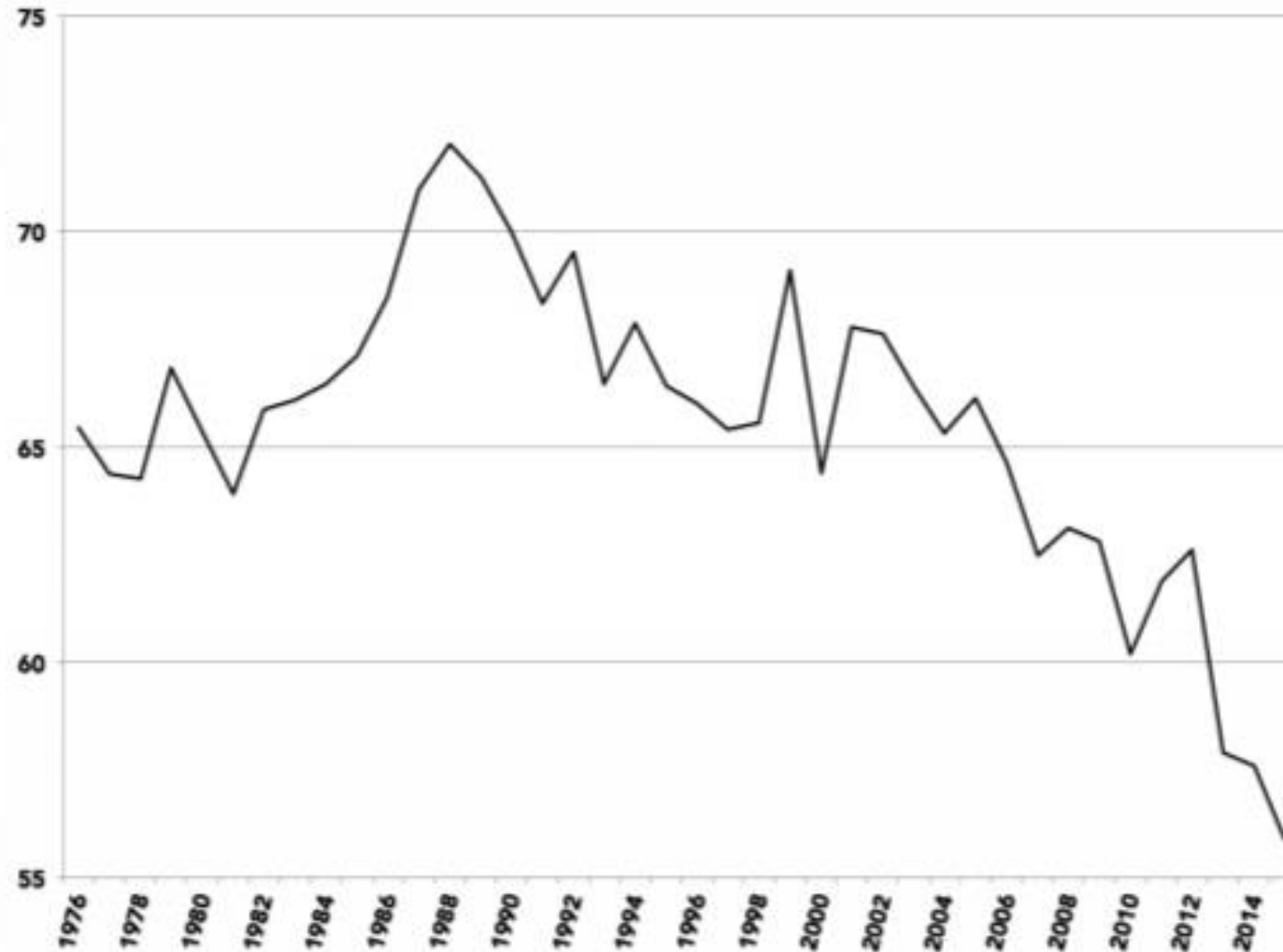


Figure B.16. Percentage of 12th graders who have gotten into three or more fights with their parents over the last year. Monitoring the Future, 1976–2015.

Working Summers (16-19 yrs.)

Fewer teens worked during the summer as well.

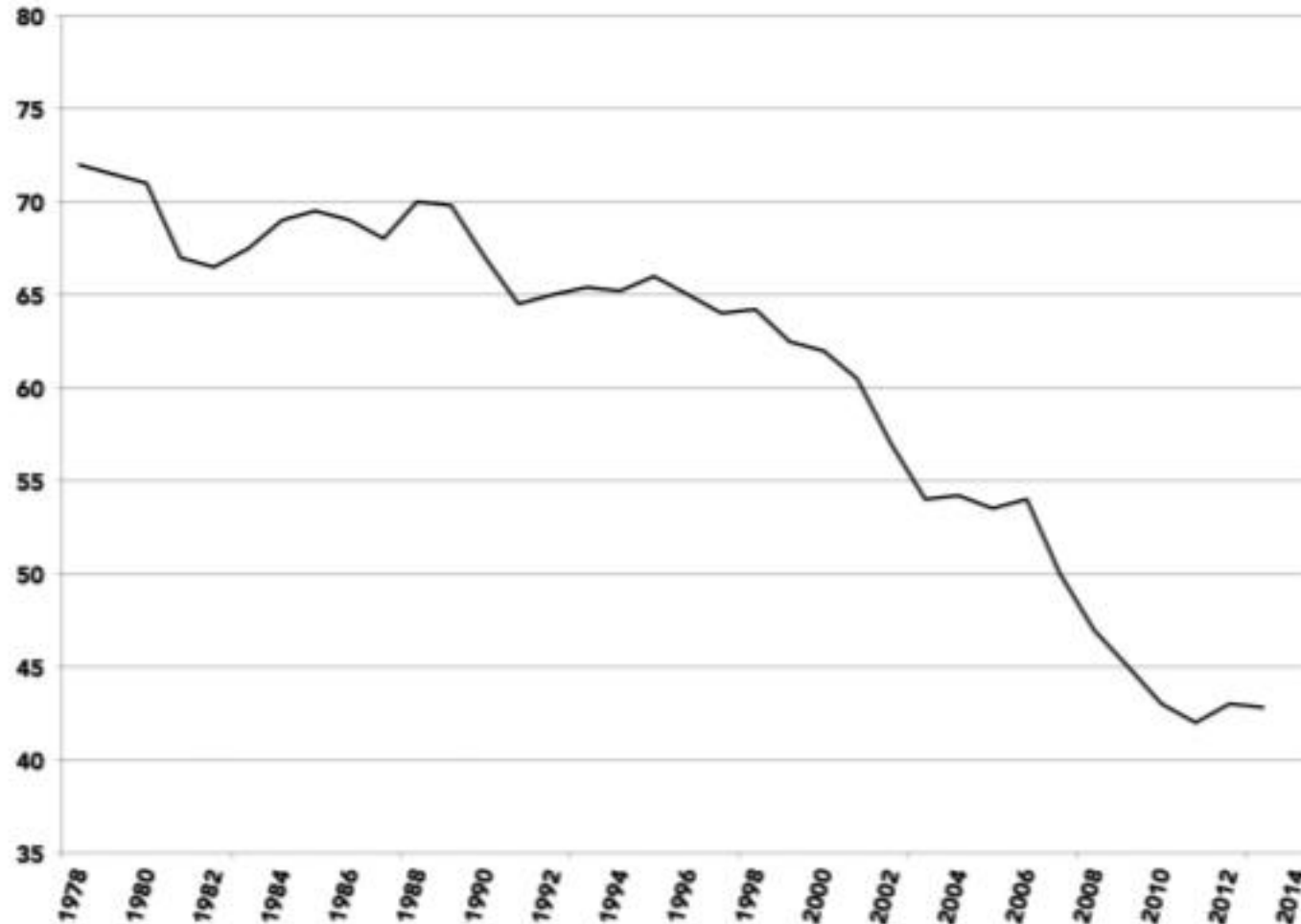


Figure B.7. Percentage of 16- to 19-year-olds employed in July. Bureau of Labor Statistics data analyzed by Challenger, Gray, and Christmas.

Print Media Use (Gr. 8/10)

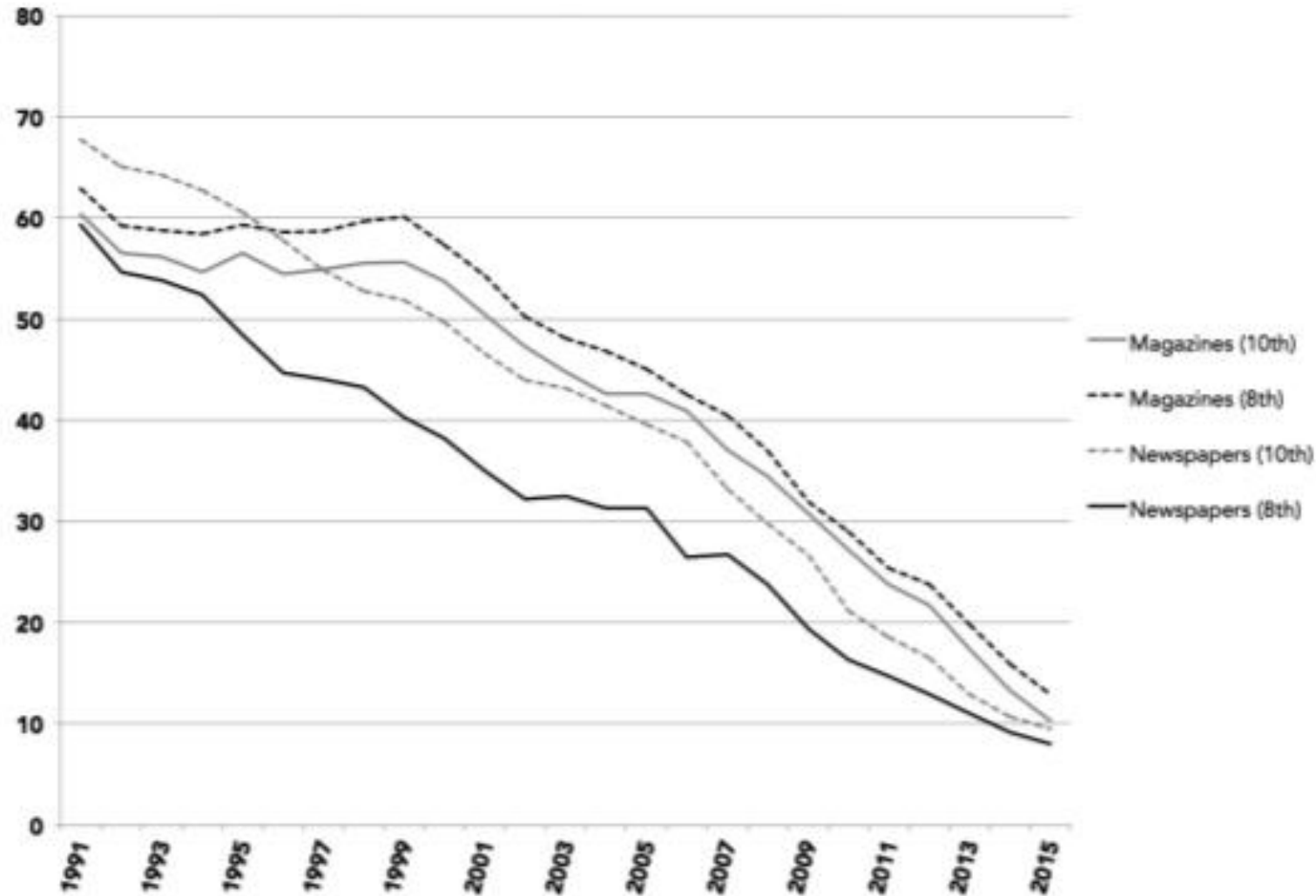


Figure A.2. 8th and 10th graders' print media use, percentage using once a week or more. Monitoring the Future, 1991–2015.

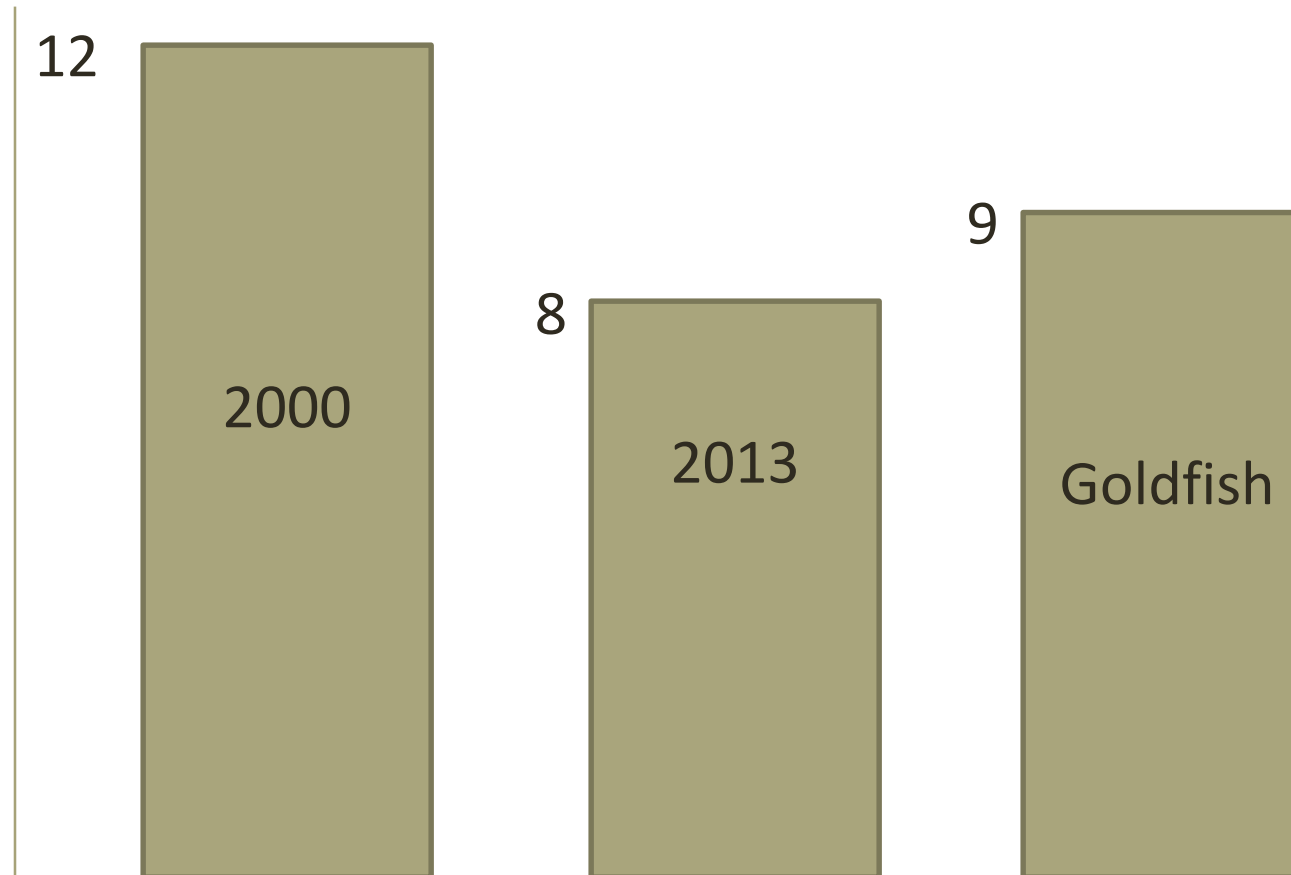
Working during School Yr. (Gr. 12)



Figure B.6. Percentage of 12th graders working for pay during the school year, by socio-economic status (father's education). Monitoring the Future, 1976–2015.

How Canadians are Losing Attention

(average attention span in seconds)



Microsoft Canada Report, 2015

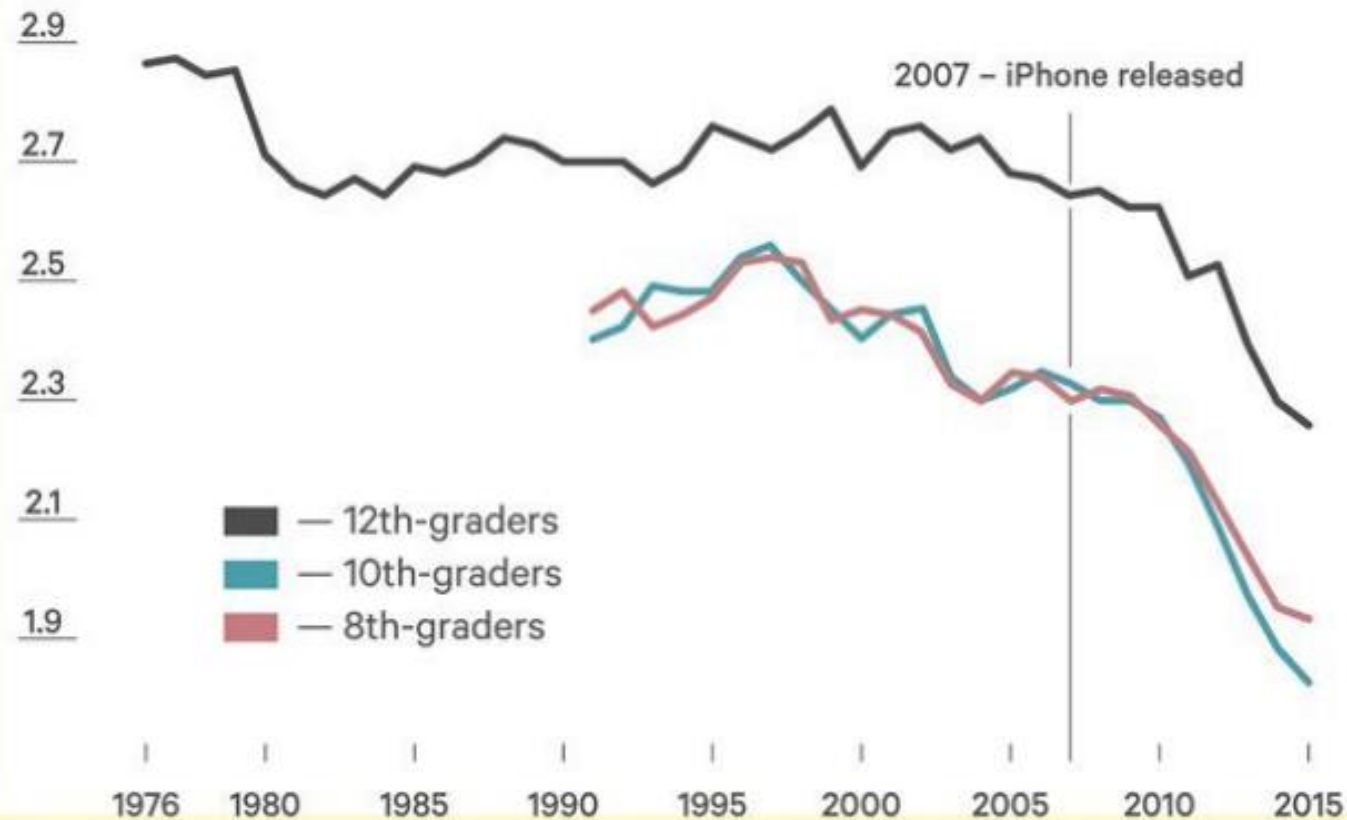
Have Smartphones Destroyed a Generation?, Jean Twenge, The Atlantic, September, 2017



1

Not Hanging Out With Friends

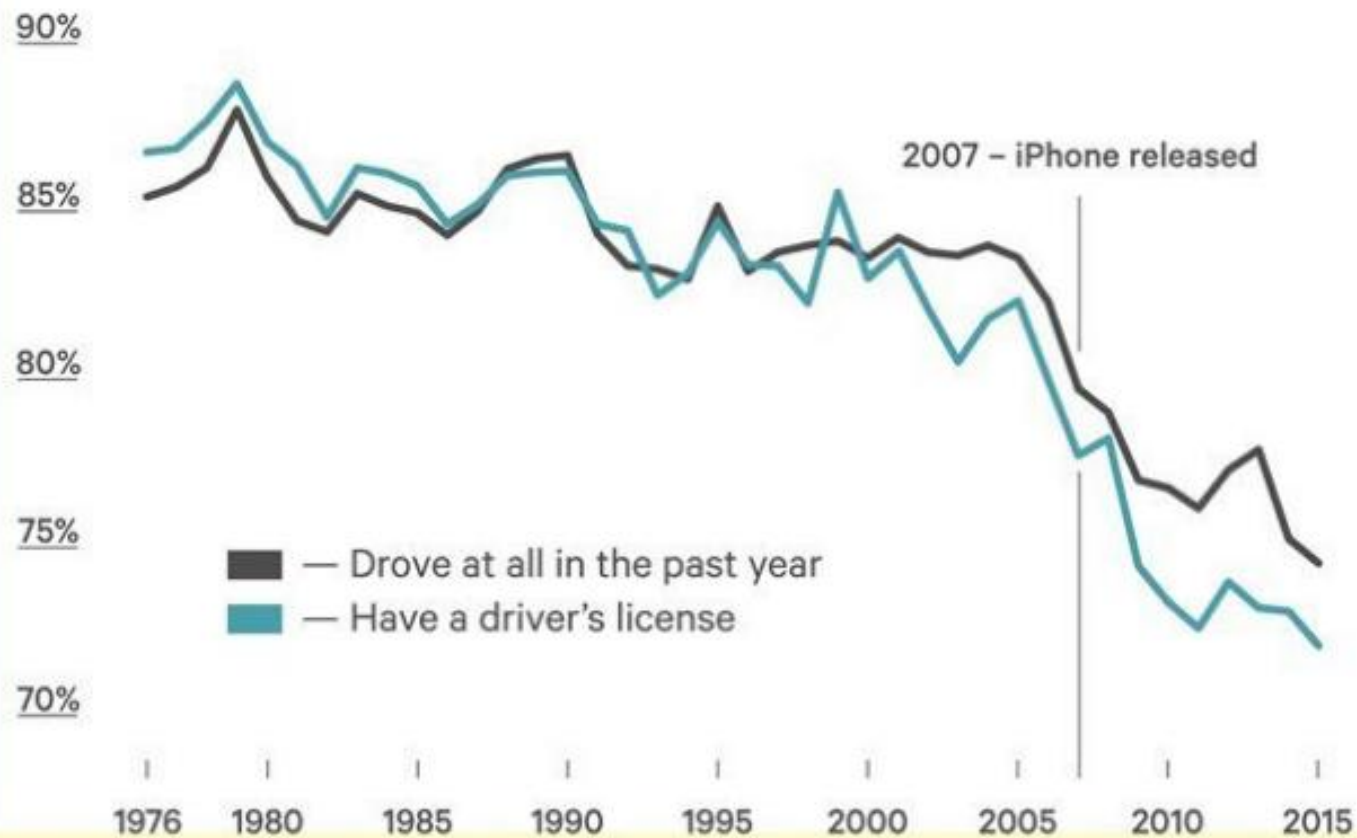
Times per week teenagers go out without their parents



2

In No Rush to Drive

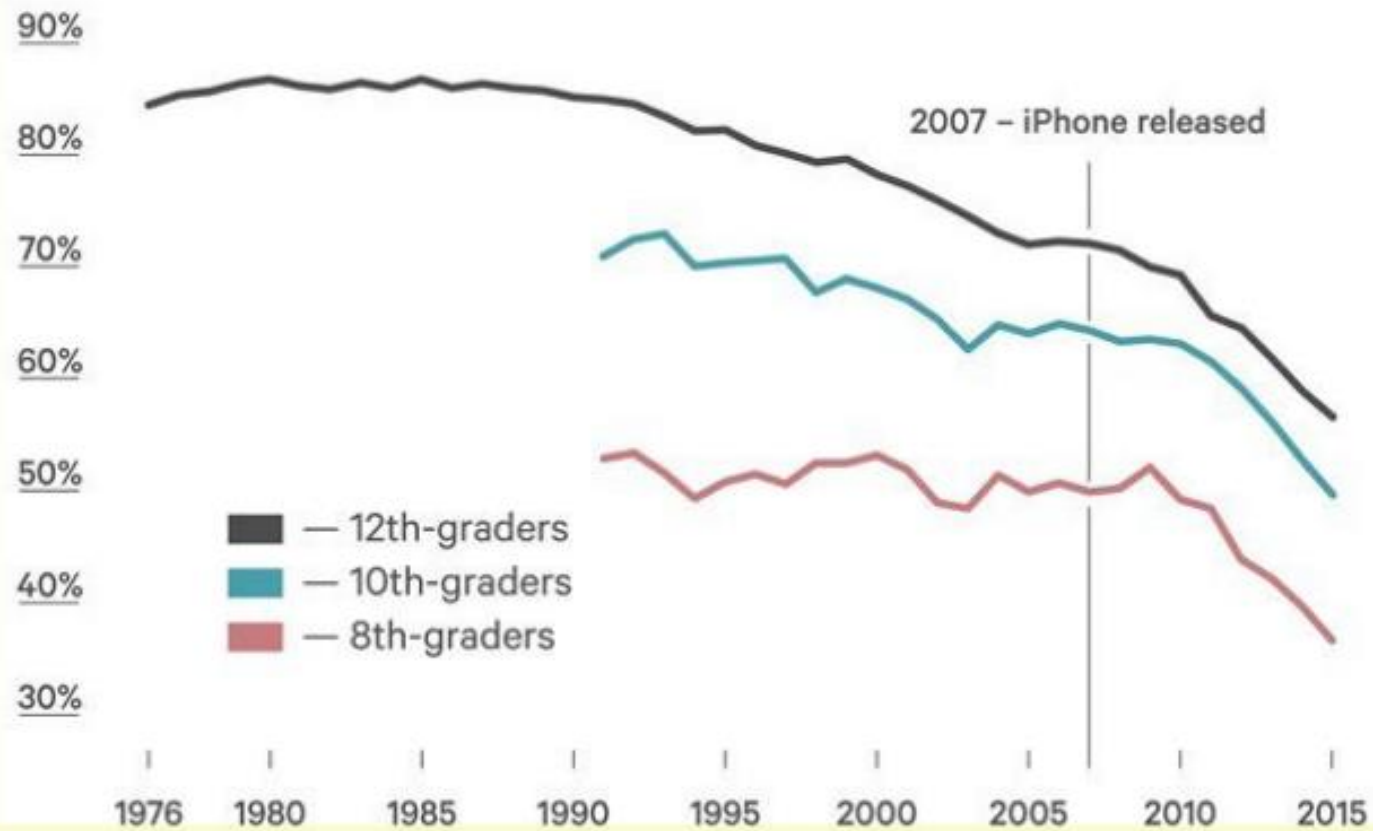
Percentage of 12th-graders who drive



3

Less Dating ...

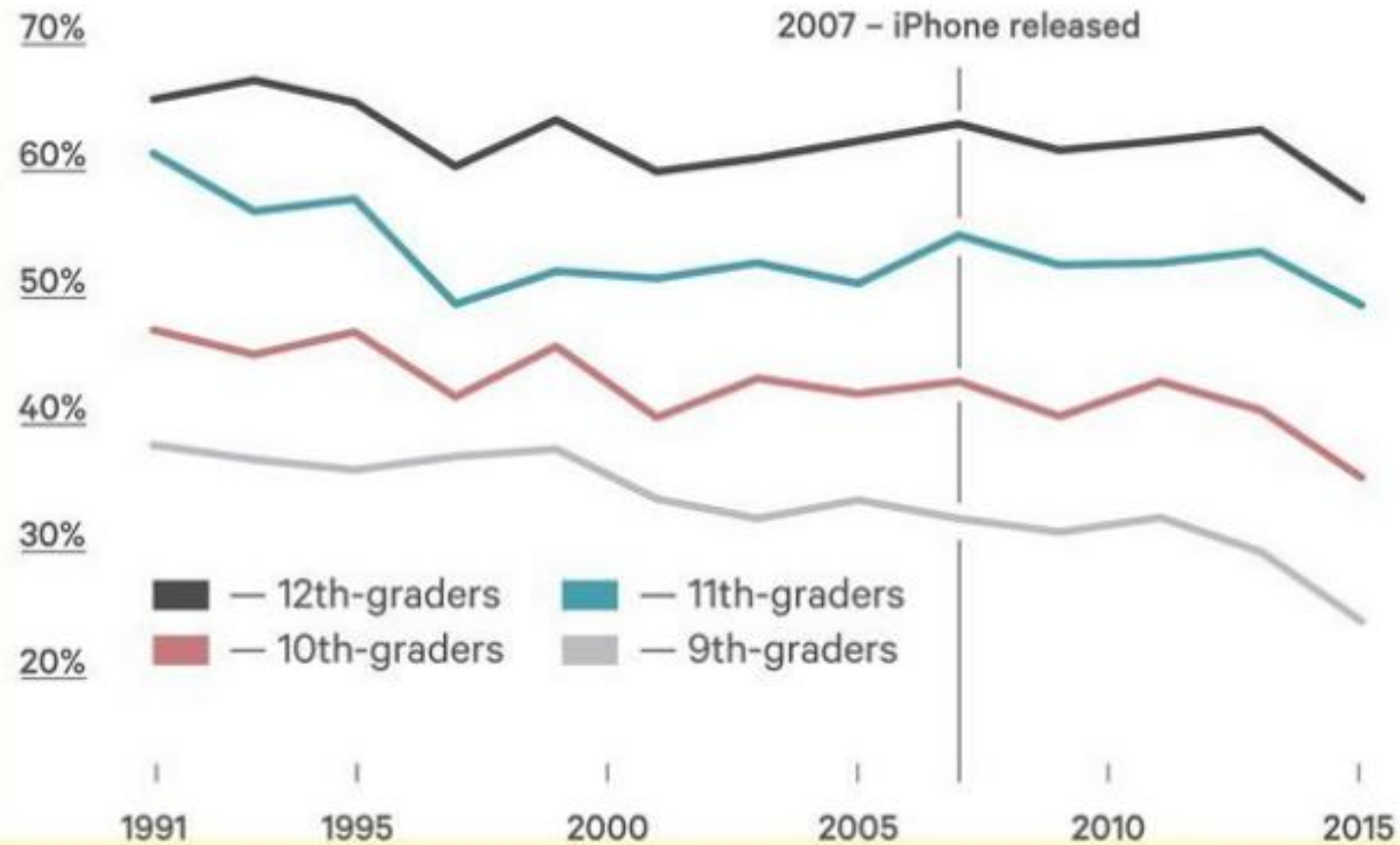
Percentage of teenagers who ever go out on dates



4

... And Less Sex

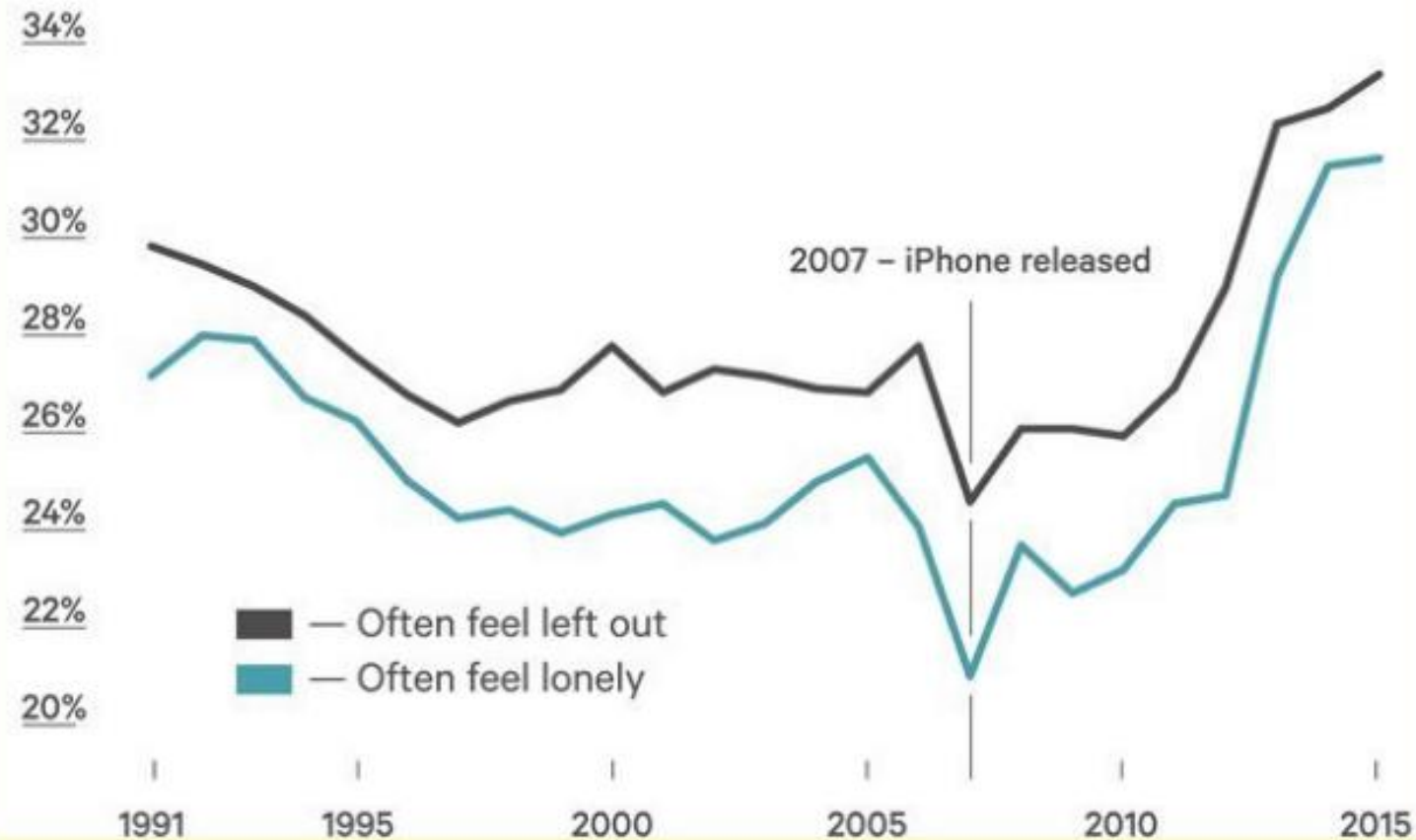
Percentage of high-school students who have ever had sex



5

More Likely to Feel Lonely

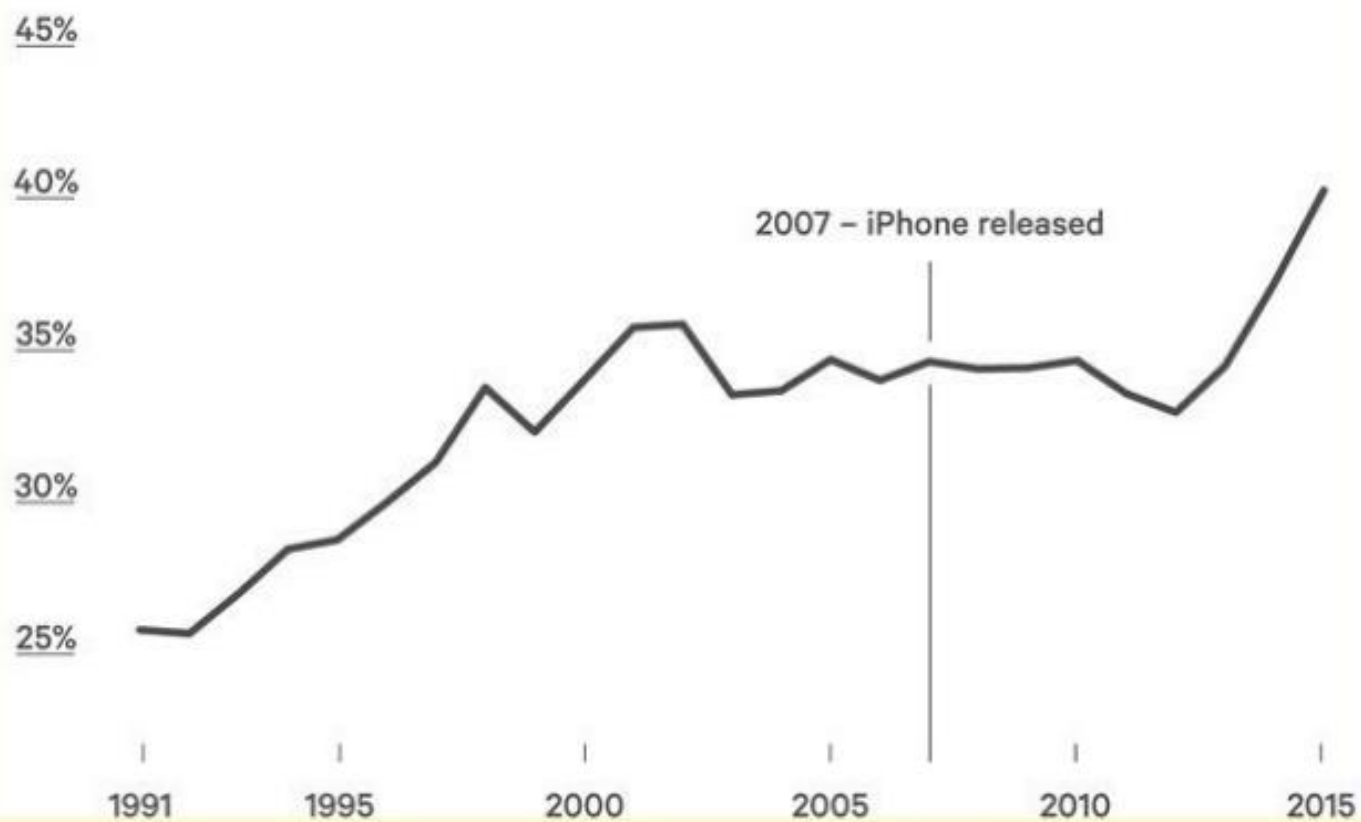
Percentage of 8th-, 10th-, and 12th-graders who agree or mostly agree with the statement “I often feel left out of things” or “A lot of times I feel lonely”



6

Less Likely to Get Enough Sleep

Percentage of 8th-, 10th-, and 12th-graders who get less than seven hours of sleep most nights



Self-competence/liking (Gr. 12)

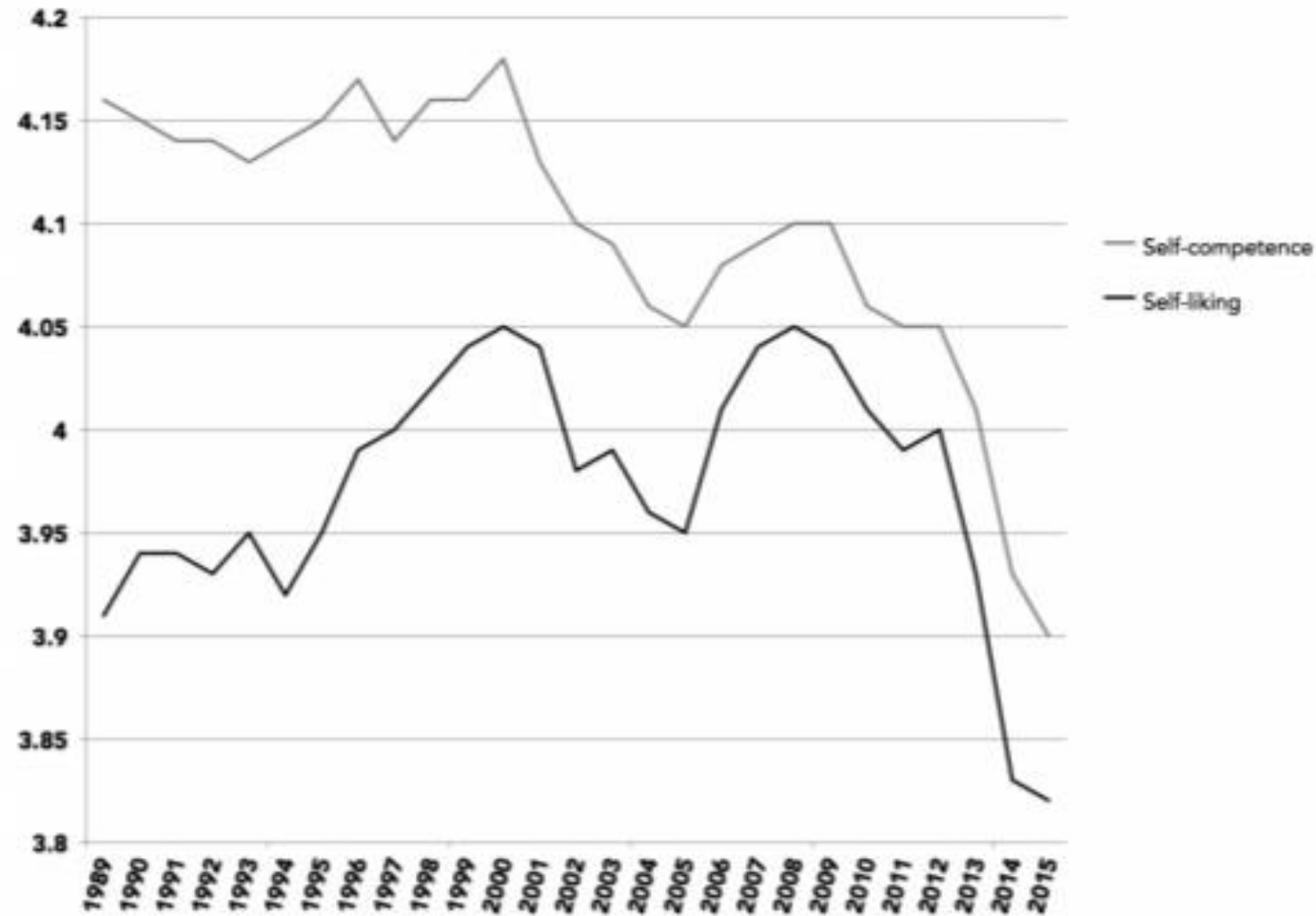


Figure E.10. 12th graders' self-competence and self-liking (subscales of self-esteem). Monitoring the Future, 1989–2015.

Work Styles

	Traditionalist	Boomer	Gen X	Gen Y
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... Constant

Thanks everyone

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