

Transition, Transform, Transcend

Workforce Boulder County



Transition, Transform, Transcend

Transition: Process of Change



Transition

Our emotional reaction and attitude we use in deciding to resist, accept, or adapt to change

Transform: Change Something Dramatically



Transcend: Going Beyond a Limit





Introductions

- On the back of your nametag write two things
 - The occupation you are targeting today
 - Something interesting about yourself that people don't know about you

Introduction Process

- Go around and exchange nametags
- Talk to each person for a few minutes about each other's interesting information.
- Your goal is to meet everyone.

Introductions

- Name
- Occupation
- Interesting fact about the person

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"We're looking for someone with the wisdom of a 50-year-old, the experience of a 40-year-old, the drive of a 30-year-old and the pay scale of a 20-year-old."

Employer's View

- If you were an employer and an older worker applied for a job:
- What are the strengths they might bring?
- What are the concerns you might have?

Discrimination Exercise



The Job Search Has Changed

Then...

- Newspaper
- Word of mouth
- Paper resume
- Paper applications
- More personal
- Less diversity
- Experience valued
- Age an asset

Now...

- Networks
- Social Media
- LinkedIn profile
- Applicant tracking systems
- Less personal
- More diversity
- Contributions valued
- Age a liability

The New Normal

The way more companies are hiring has changed. Job Boards are still being used by larger organizations or those with little understanding of the new normal of recruiting utilizing social media and networks.

However, most organizations are shifting towards using social media and industry groups to keep costs lower and the outcome more focused, faster and efficient.

Video



Your Reaction

- What stood out to you?
- How does this video affect you?
- What is your response to this video?
- What is your attitude toward this information?

Video



Lunch Time!



Review



FORCE
COUNTY



Connecting Business and People

Four Generations



The Veterans



- Born between 1922-1945
- Currently 69 - 92 years of age
- Represent small % of the workforce
- Also known as the seniors, traditionalists, silent generation

The Baby Boomers

- Born between 1946-1964
- Currently 50 – 68 years of age
- Represent less than 50% of the workforce
- Also known as:
Boomers



The Generation X

- Born between 1965-1981
- Currently 34 – 49 years of age
- Represents less than 50% of the workforce
- Also known as: X'ers, Baby Busters, Post-Boomers



The Generation Y

- Born between 1981 - 2000
- 33 years of age and younger
- Represents a rapidly growing % of the workforce; 75% by 2025
- Also known as the Millennials



The Four Generations

- The Veterans • 1922 - 1945
- The Boomers • 1946 - 1964
- Generation X • 1965 - 1981
- Generation Y • 1981 - 2000
- Mid 30's – Mid 50's
- Mid 50's – Mid 70's
- Mid 70's – Early 90's
- Early 90's – Now

Generational Differences Activity

- Divide into groups
- For the generations you are given, write down what you know about each generation
- For each generation think of
 - Influential People
 - Music
 - Technology
 - Attitudes
 - Quotes
 - Historical Events

Veterans: Defining Events

- The Great Depression & Dust Bowl
- The New Deal
- Social Security Established
- Golden Age of Radio
- Pearl Harbor Attacked
- WW II and Korean War
- Patriotism
- Rise of Labor Unions



Veterans: Heroes

- Superman
- MacArthur, Patton, Halsey, Montgomery, Eisenhower
- FDR
- Winston Churchill
- Audie Murphy
- Babe Ruth
- Joe DiMaggio



Veterans: Values

- Dedication/sacrifice
- Law and order
- Strong work ethic
- Risk averse
- Respect for authority
- Patience
- Delayed reward
- Duty, honor, country
- Loyalty to the organization

Boomers: Defining Events

- Economic Prosperity
- Expansion of Suburbia
- Television
- Vietnam
- Assassinations
- Civil Rights Movement
- Cold War/McCarthy Hearings
- Space Race/Moon Landing
- The Pill



Boomers: Heroes

- Gandhi
- Martin Luther King Jr.
- John and Jacqueline Kennedy
- John Glenn



Boomers: Values

- Optimism
- Team work
- Personal gratification
- Health and wellness
- Promotion and recognition
- Youth
- Work
- Volunteerism



Gen X: Defining Events

- Watergate, Nixon resigns
- Challenger Disaster
- Single-parent homes
- Sony Walkman
- Video games
- Computers
- Latchkey Kids
- MTV
- AIDS
- Valdez Oil Spill



Gen X: Heroes

- Michael Jordan
- Ronald Reagan

Gen X: Values

- Diversity
- Thinking globally
- Balance in life
- Computer literacy
- Personal development
- Fun
- Informality
- Independence
- Initiative

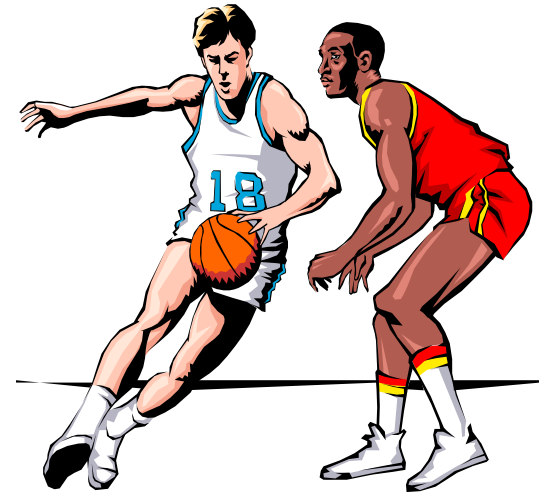
Gen Y: Defining Events

- 9/11
- Columbia tragedy
- Cell phones & MP3s
- Social Media
- TV Talk Shows
- Multiculturalism
- Desert Storm
- Clinton Scandals
- Schoolyard Violence
- Oklahoma City Bombing



Gen Y: Heroes

- Nelson Mandela
- Princess Diana
- Mother Teresa
- Bill Gates
- Christopher Reeve
- Bill Clinton (before scandal)
- Britney Spears



Gen Y: Values

- Optimism
- Confidence
- Ambition/achievement
- Technology
- Money for Immediate Consumption
- Education
- Idealism
- Fun
- Diversity



Discussion Questions

- One set of generational values is better than the others.
 - Agree/Disagree
 - Why?
-
- Every generation has strengths and differences. In that way we are all alike.
 - Agree/Disagree
 - Why?

The Way They See the World

	Veterans	Boomers	Gen X	Gen Y
Outlook	Practical	Optimistic	Skeptical	Hopeful
Work ethic	Dedicated	Driven	Balanced	Determined
View of authority	Respectful	Love/Hate - Question it	Unimpressed	Irrelevant
Leadership by	Hierarchy	Consensus	Competence	Pulling together
Relationships	Personal sacrifice	Personal gratification	Reluctance to commit	Inclusive
Turnoffs	Vulgarity	Political incorrectness	Cliché, hype	Intolerance

Changes in the Workplace

- Worldwide economy
- Rapid change in the workplace
- Downsizing of companies
- Mergers, acquisitions, consolidations
- Elimination of middle management
- Less union activity in companies
- Seniority only one element of promotion
- Technology

The Result:

- No job is safe, and no career assured.
- Causes employees to identify more with their generation and blame other generations for workplace problems and issues.
- The real generational workplace conflict is based on differences in ambitions, views, mindsets, and demographics.

Perspective

Each generation imagines itself to be more intelligent than the one that went before it, and wiser than the one that comes after it.”

George Orwell, English Novelist and Essayist, 1903-1950

Veterans at Work

Assets

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

Liabilities

- Inept w/ambiguity and change
- Reluctant to buck the system
- Uncomfortable with conflict
- Reticent when they disagree

Boomers at Work

Assets

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

Liabilities

- Uncomfortable with conflict
- Reluctant to go against peers
- Put process ahead of results
- Sensitive to feedback
- Judgmental of those who see things differently

Gen X at Work

Assets

- Adaptable
- Techno-literate
- Independent
- Not intimidated by authority
- Creative

Liabilities

- Impatient
- Poor people skills
- Cynical

Gen X at Work

Tips for working with Gen X

- Respect their skepticism
- Know they expect change and handle it well
- Realize they focus on career security not job security
- Create opportunities for work-life balance

Gen Y at Work

Assets

- Loyalty
- Optimism
- Tolerant
- Multi-tasking
- Fast-thinking
- Technological savvy

Liabilities

- Need for supervision and structure
- Inexperience, particularly with handling different people issues
- Service levels are low

Gen Y at Work

Tips for working with Gen Y

- Understand their need to collaborate
- Focus on how they can make a difference
- They need to be supported and appreciated
- Keep work flexible and interesting; be content with results, not hours worked

Generational Differences

What did you learn from this activity?

Transition, Transform, Transcend

“I can’t change the direction of the wind, but I can adjust my sails to always reach my destination.”

Anonymous



The Make or Break Attitude

THOUGHTS + FEELINGS =
REACTION

What to do from here:



Package The New You

- Take time to think about what you'd REALLY like to do.
- Specialize in an area that is sought after in the marketplace.
- Reframe your experience to demonstrate future value.
- Target small to mid-sized companies needing your broad skill sets.
- Update your clothes and hair cut.

Package The New You

- Embrace technology and update computer skills.
- Maintain positive high energy.
- Befriend a Gen X and Gen Y; be interested in what music, websites, and media they are most involved with.
- Don't wear your age or experience as a badge of honor.
- Network – LinkedIn, Meetups, Networking groups, and face-to-face.

In general...

- Focus your campaign on how you can either make or save your next employer money or how you can solve their problems.
- Accept and adapt to changing workplace culture and attitudes.
- Appear current
 - Update your resume & cover letter
 - Professional & polished presentation

Life Reimagined



Life ReimaginedSM

Generational Differences

Litany to Honor Aging



Evaluations

