

## **ENGAGING AND MOTIVATING THE 4 GENERATIONS IN THE WORKPLACE**

by David B. West, Inside Out Leadership Development

1. For first time, four generations in workplace (five in marketplace). Creates friction at work (and elsewhere). As if from different countries. Don't know what to do about it.
2. Can you think of examples where others "just don't get it"? (Do you "get it"?)
3. Are the other generations wrong? Do they need to be fixed? Does stereotyping and making them the butt of our jokes help? Do we see these difference as problems to be solved or opportunities to be leveraged?
4. Focus on the "why" not the "what." Why are they so different? Can't eliminate the differences. But, what if we could understand them, work together, appreciate and leverage strengths? All have same basic needs, but different ways of meeting them.
5. The Four Generations In The Workplace:
  - A. Traditionalists (prior to 1945)
  - B. Baby Boomers (1946-1964)
  - C. Gen Xers (1965-1980)
  - D. Millennials (1981-2001)
  - E. (Cuspers)
6. Your generation feels like home. But, you can visit other generations and understand and appreciate them. Don't complain, stereotype or reject. Seek to understand, not change them. Respect is vital.
7. What are our options for resolving conflict?
  - A. \_\_\_\_\_
  - B. \_\_\_\_\_
  - C. \_\_\_\_\_
  - D. \_\_\_\_\_

10. Which works best: managing or leading? What is “Motivation 3.0” and why is it more effective than extrinsic motivation in the information age?

11. What are some of the major areas in which friction arises?

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10. Is there a process that can resolve conflict?

- A. \_\_\_\_\_ (*Talk about it.*)
- B. \_\_\_\_\_ (*Focus on common needs (“why,” not “what”)*)
- C. \_\_\_\_\_ (*Distinguish between generational preferences and business necessities. Compromise and cooperate. Focus on the positives.*)
- D. \_\_\_\_\_ (*Friction is inevitable; problems are avoidable.*)

11. Key Factors That Form the “Why” for Each Generation  
(*Stereotyping/Labeling vs. Generalizations; Group vs. Individual*)

A. Traditionalists: \_\_\_\_\_,  
\_\_\_\_\_

B. Baby Boomers: \_\_\_\_\_,  
\_\_\_\_\_

C. Generation X: \_\_\_\_\_,  
\_\_\_\_\_

D. Millennials: \_\_\_\_\_,  
\_\_\_\_\_, \_\_\_\_\_

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13. How can we address/resolve the following areas of friction and tension?

A. Communication?

B. Decision-Making?

C. Dress Code?

D. Feedback?

E. Fun at Work?

F. Knowledge Transfer?

G. Loyalty?

H. Meetings?

I. Policies?

J. Respect?

K. Training?

L. Work Ethic?