

TRACY SANSON  MD

Generations in the Workplace



EVALUATION
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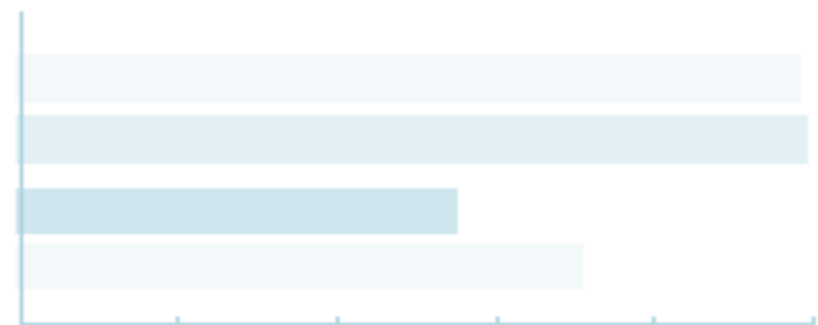
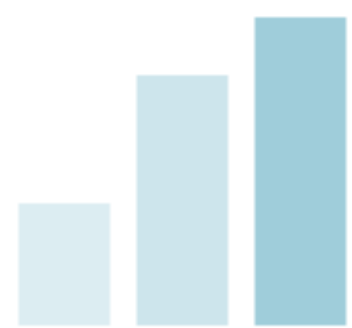
My voicemail message should say: You know good and well I'm not going to answer so please hang up and text me. I don't do phone calls.

813-503-8799

TracySanson@gmail.com

20s

30s



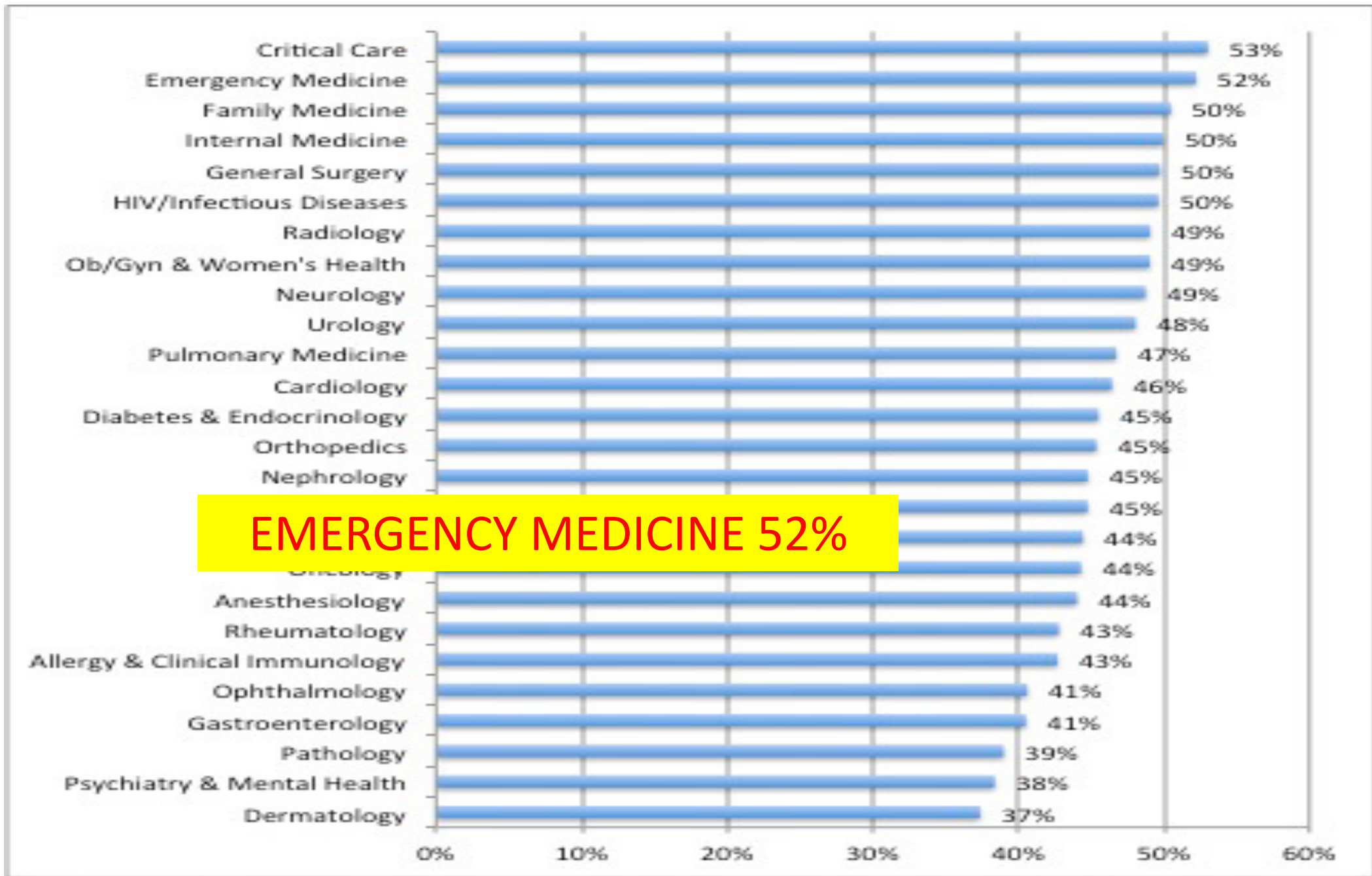
50s

40s



60s

Burnout By Specialty



Stress

75% state job is source of stress

> 50% state stress negatively affects productivity

50% are considering a new, less-stressful position

[American Psychological Association](#)

Main causes of workplace anxiety

Workload 46%

Conflicts with other people 28%

Juggling personal and professional time 20%

Lack of job security 6%

American Institute of Stress

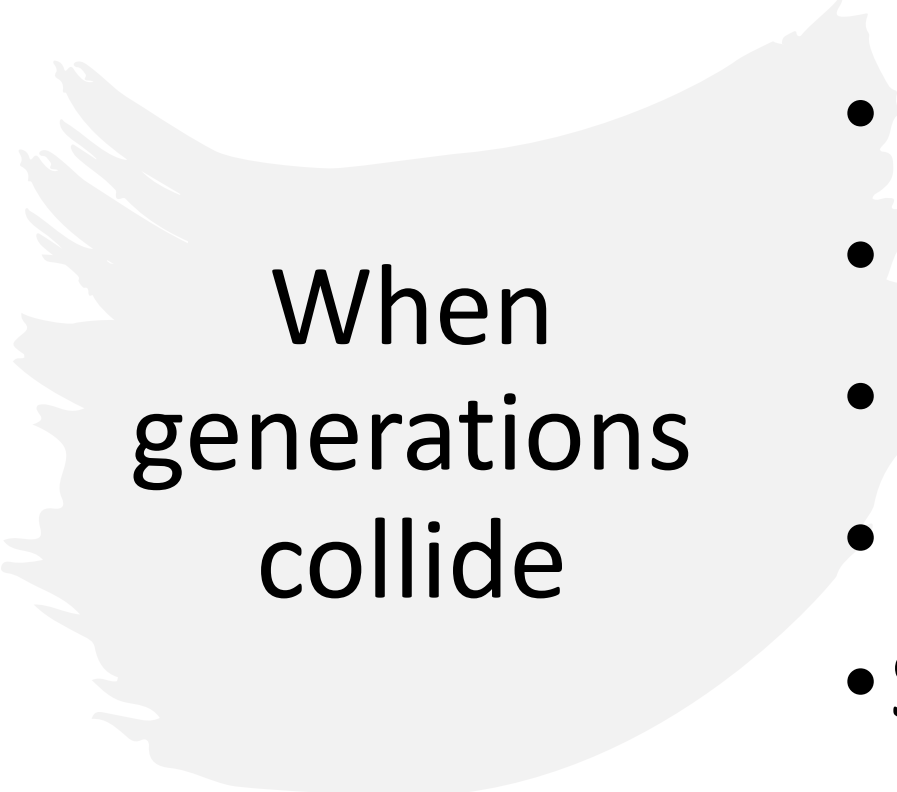
My job is:

- Rewarding
- Satisfying



**SLOWLY
CRUSHING
MY SOUL**

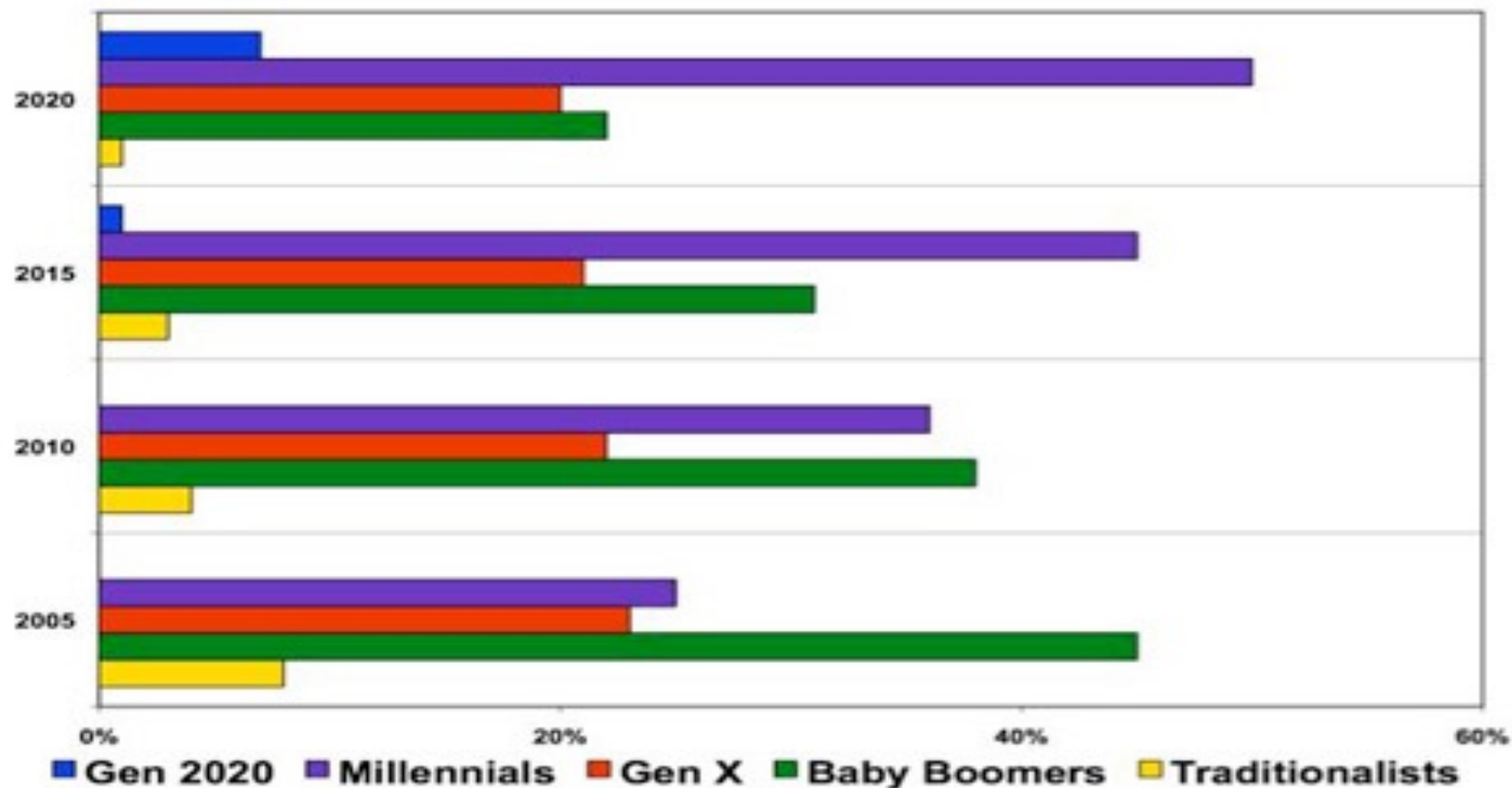




When generations collide

- Reduced profitability
- Loss of valuable employees
- Higher payroll costs
- Poor customer service
- Derailed careers
- Serious stress related health problems
- Wasted human potential

Five Generations in the Workplace



Boomer

1946-1964

Traditional

Before 1946

Gen X

1965-1980

Gen Y

1981-1999

generation
Z

generation
Y

generation
X

baby
boomer

↕
20's

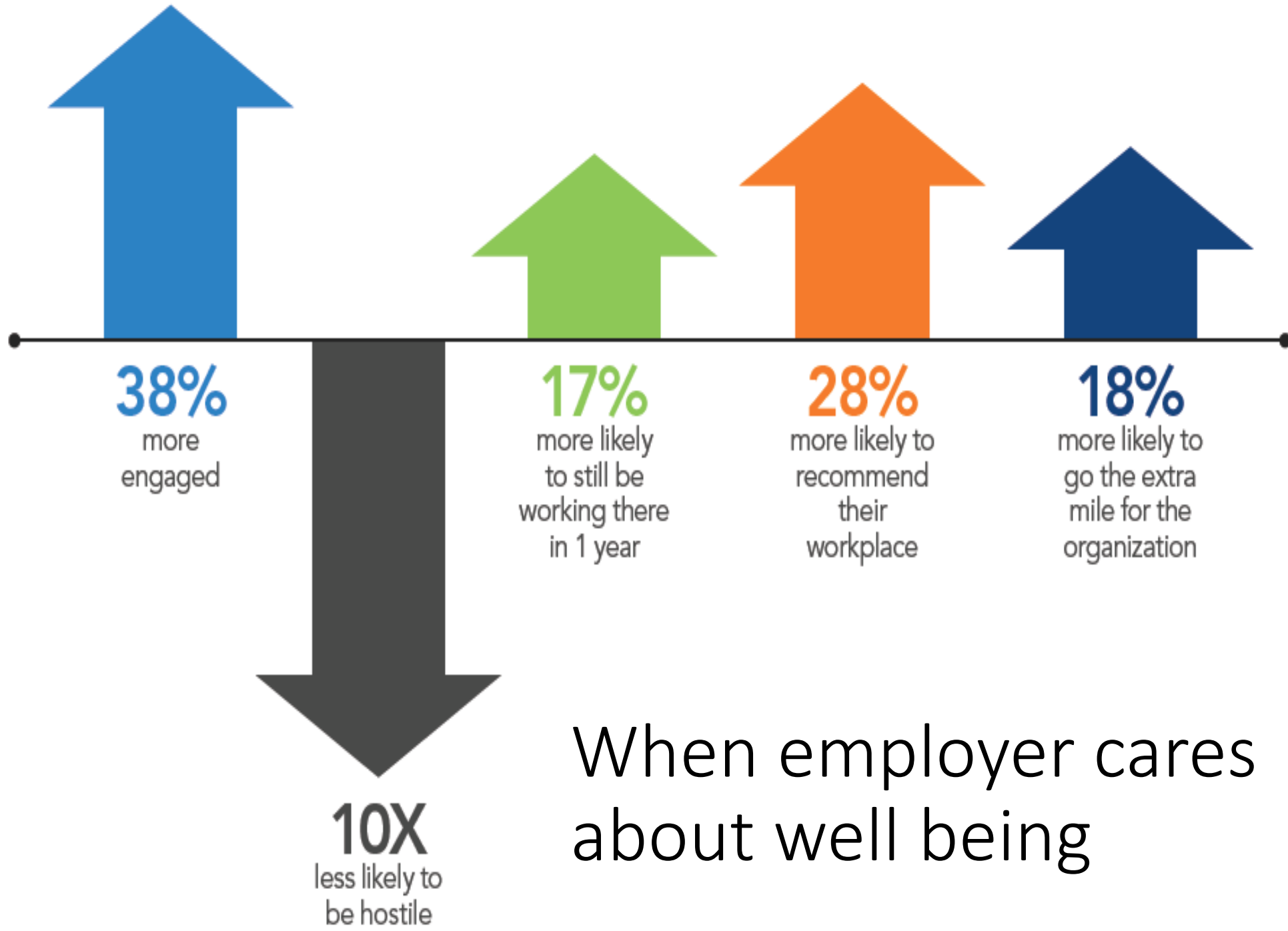
↕
30's

↕
40's

↕
50's **60's**

GENERATIONS

DIVIDE AND CONQUER OR LEAD AND DEVELOP



38%
more engaged

17%
more likely to still be working there in 1 year

28%
more likely to recommend their workplace

18%
more likely to go the extra mile for the organization

10X
less likely to be hostile

When employer cares about well being



**A person
who feels
appreciated
will always
do more
than what is
expected.**

unwritten rules
unspoken expectations



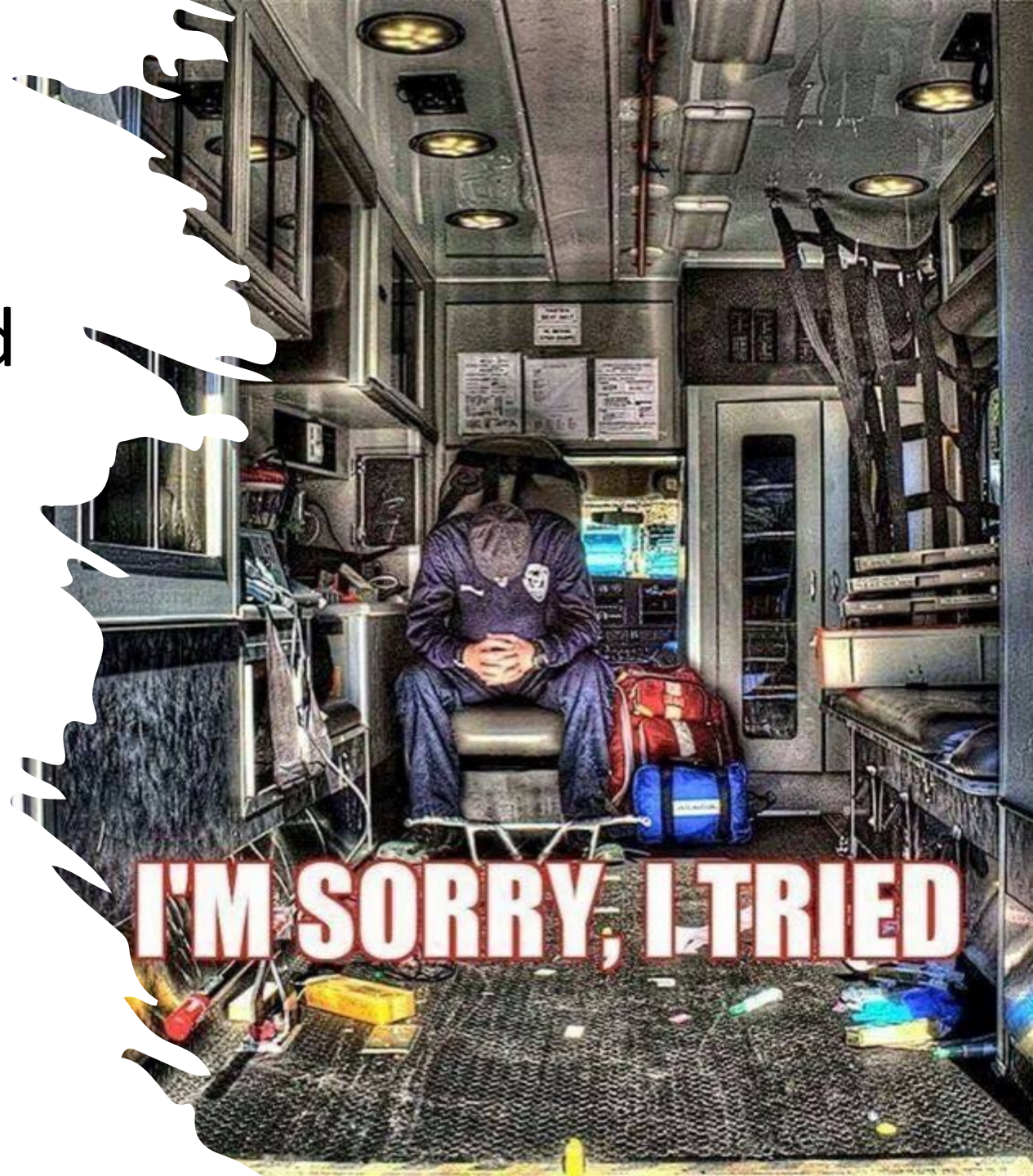


Boomers work hard to move up the ladder

Xers work hard to have more time to balance work and life responsibilities

Every generation
wants very much to succeed

- Ask questions
- Listen

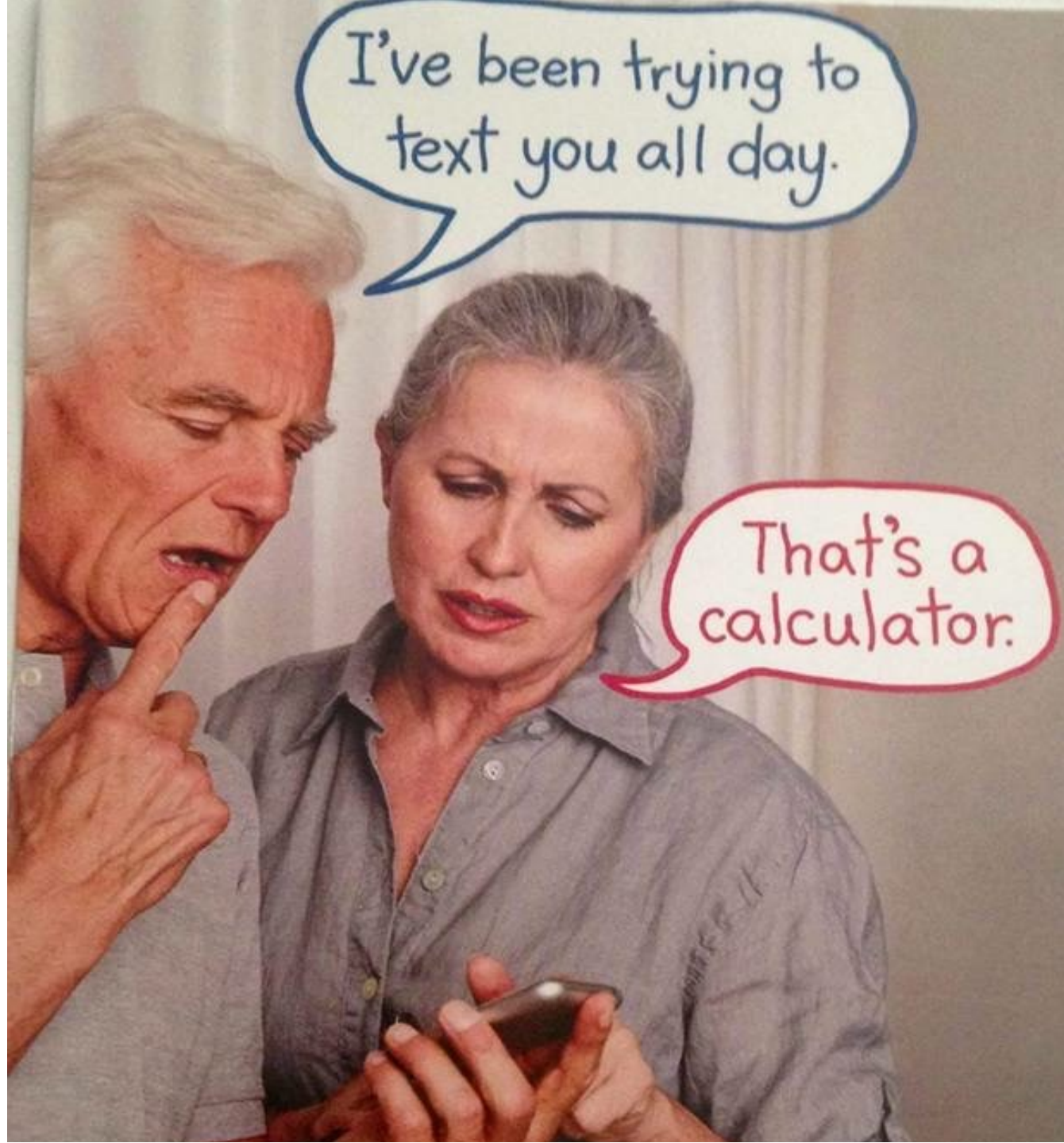


1. Shared events influence each generation.
2. Individuals of any generation are diverse.
3. They tend to share thoughts, values, or behaviors because of those shared experiences.



Social change: More than race or social class, most of us are defined by when we were born






I've been trying to text you all day.

That's a calculator.







Write me

The image shows four black stick figures in suits walking from left to right. Each figure has a different communication method indicated by a speech bubble above them and a different carrying method for their briefcase. The first figure is in a full suit and tie, carrying a briefcase in his right hand. The second figure is in a suit and tie, carrying two briefcases under his arms. The third figure is in a suit and tie, carrying a briefcase in his right hand and a messenger bag slung over his shoulder. The fourth figure is in a suit and tie, carrying a messenger bag slung over his shoulder. The speech bubbles contain the text: 'Write me', 'Call me', 'Email me', and 'Text me' respectively.

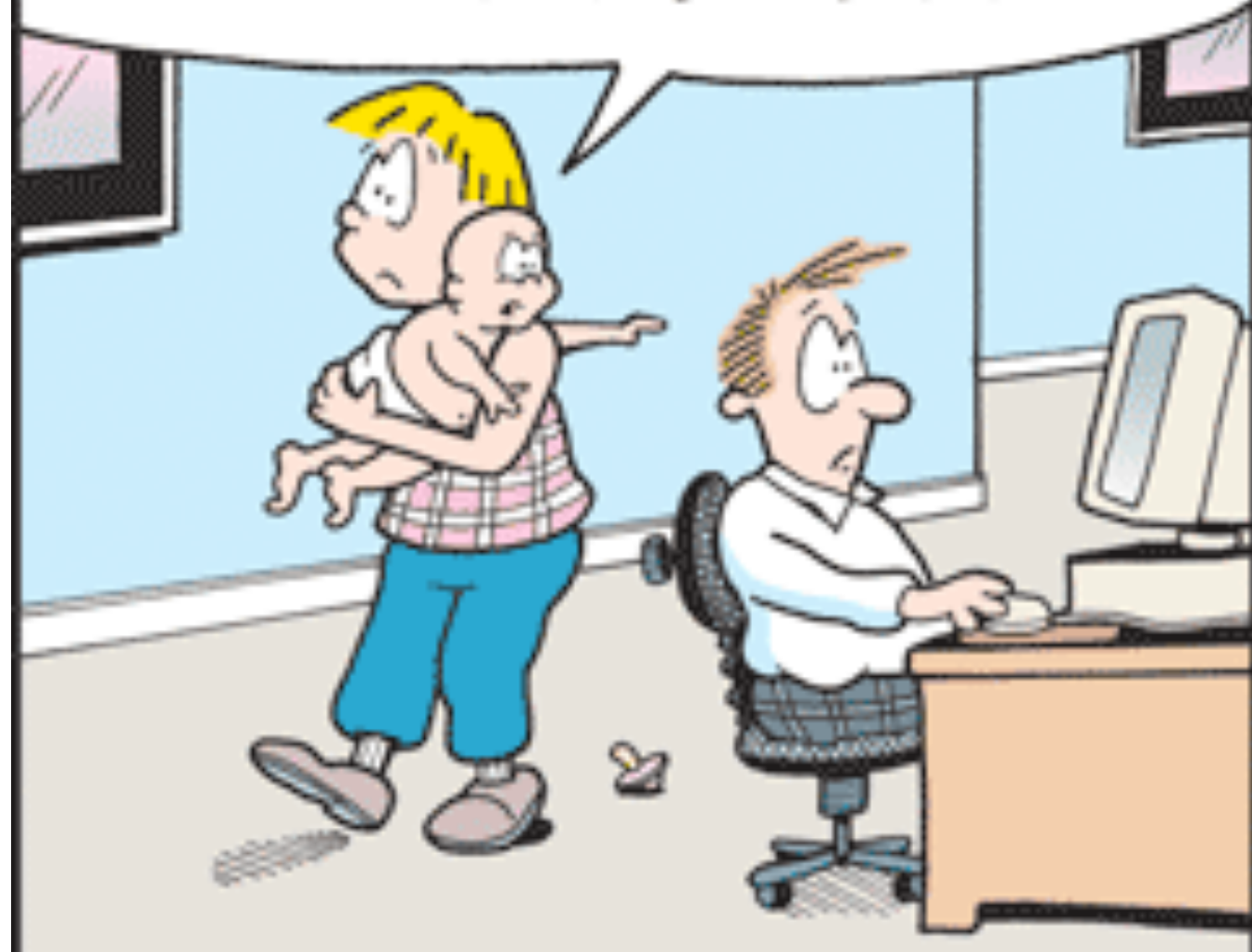
Call me

Email me

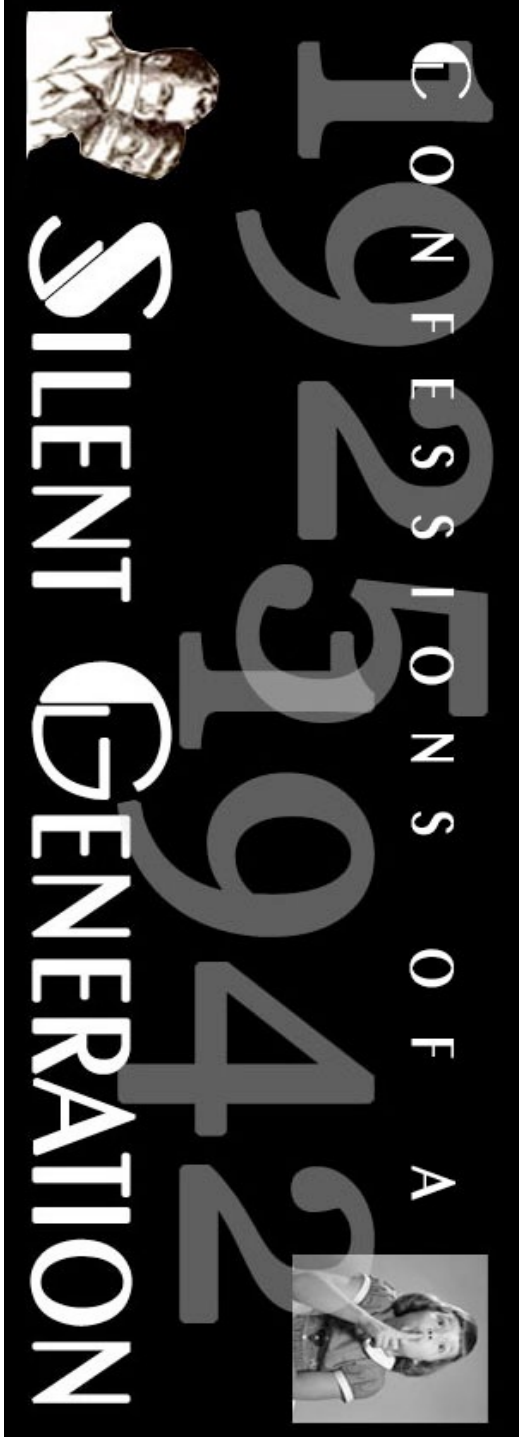
Text me



NO DADDY.. TO RESET YOUR DEFAULTS,
SCROLL DOWN TO PRÉFÉRÉNCES, THEN
OPEN THE APPROPRIATE DIALOG BOX...



- Great Depression, WWII
- Rationing and Austerity
- Believe in hard work
- Waste-not, Want-not mentality
- Adverse to debt
- Strong belief in rules, law and order
- Stable families, divorce was rare
- Full employment, enjoyed rapidly improving schools for their children



- Large rise in birth - returning WWII soldiers
- First generation to reject values of parents
- Enjoyed student grants, low house prices
- Hold the reins of power
- Most economic clout
- Property owners



77.3 million
Boomers

Prehistoric Googling



WAS FILE SHARING

A photograph of a library interior. The room is filled with wooden bookshelves and tables. In the foreground, there are several tables with books, a small potted plant, and some papers. The background shows more bookshelves and a window. The text 'WAS FILE SHARING' is overlaid at the top in large, bold, white letters with a black outline.

BEFORE IT WAS COOL



TEXTING IN THE OLD DAYS

get off the
INTERNET
so i can use the
house phone

those were the days...

asdfghjkllove of tumblr

- Committed to climbing the ladder of success
- Accept people on an equal basis as long as perform to their standards.

BABY BOOMERS

1/3 are grandparents

1/4 have divorced, remarried and have second or third sets of children

On the brink of retiring in droves

Many plan to work > age 65



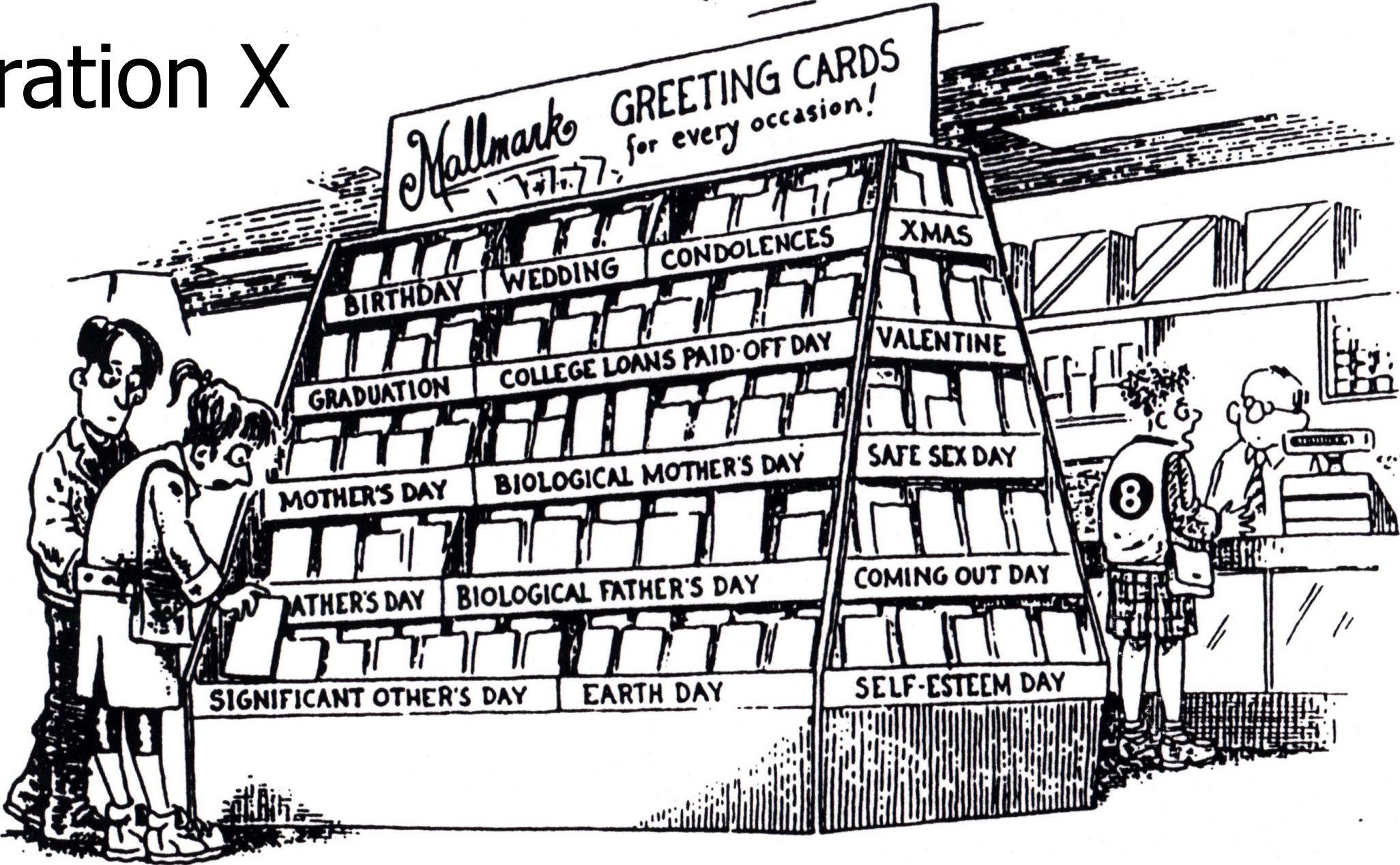
Sandwich Generation

- ✓ 60-yo caring for 90-yo parent
- ✓ Smaller families compared to earlier generations
- ✓ Higher divorce rates than earlier generations
- ✓ Fewer children to care for elderly parents



Generation X

Generation X



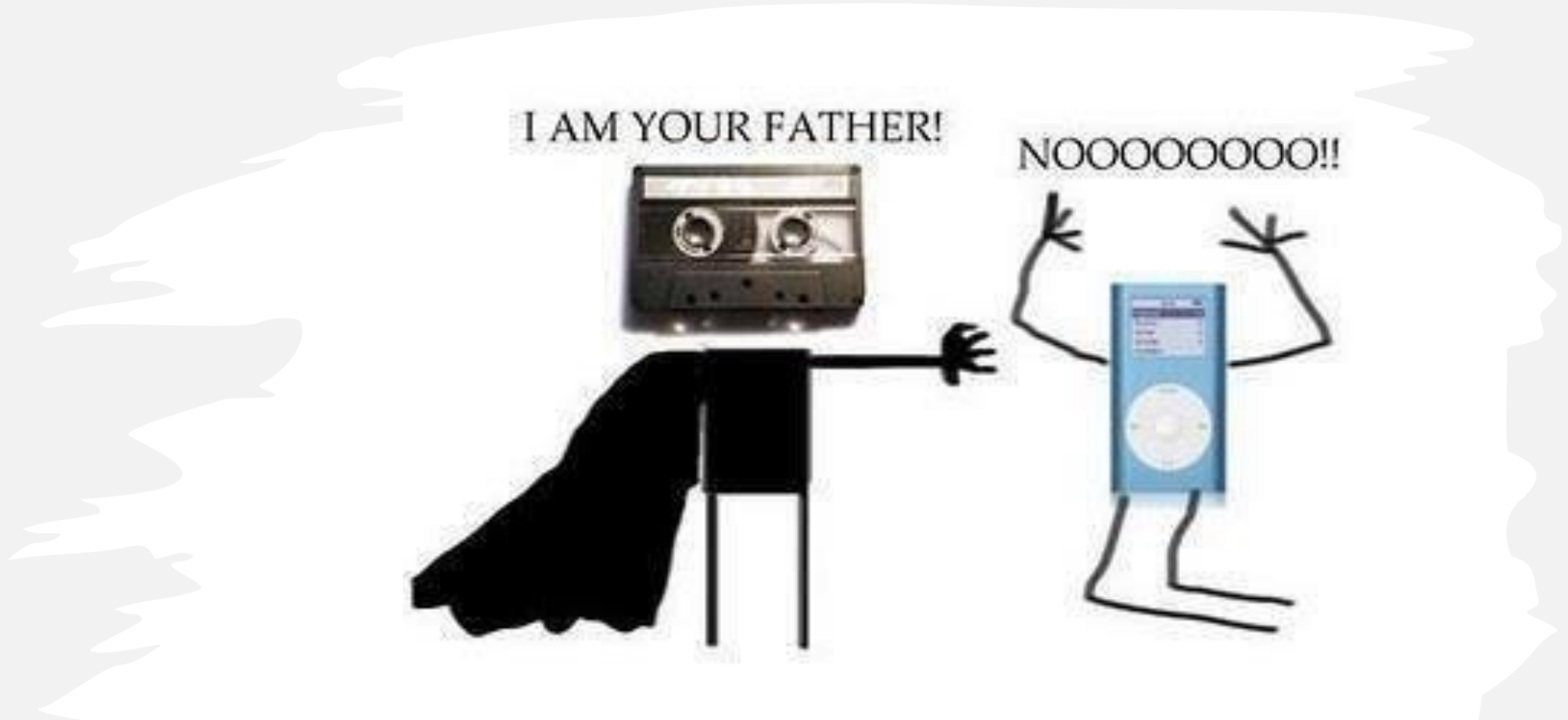
"DO YOU HAVE A CARD FOR A HALF-SISTER'S BIOLOGICAL FATHER'S PERMANENT COMPANION?"



- Independent and Creative
- Xers have clear goals
- Prefer managing own time and solving own problems rather than managed by a supervisor



- Never known economic good times
- Little hope of buying a home
- Student debt
- Job lasts avg. of 15 months,
(10 years for BB)
- Resolve to achieve a better work-life balance



Shaped by technology

Web is central to work and life



"If we wait until we're ready, we'll be waiting for the rest of our lives."

ODDOMETER

4

9

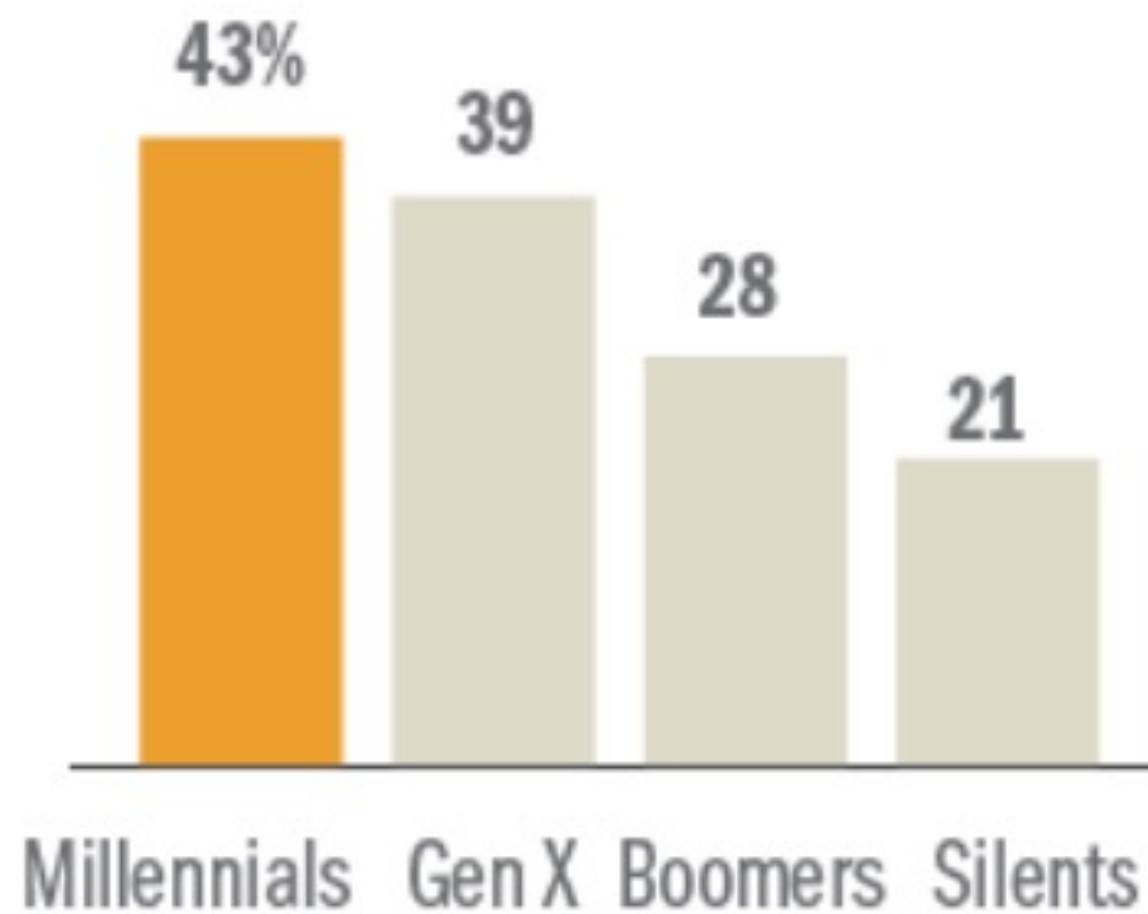
515

0

- Positive social changers
- More tolerant of different religions, races, and sexual orientation



% of population that is non-white



Source: US Census Bureau; non-whites include Hispanics.





SELF-
ACTUALIZATION
Pursue Inner Talent
Creativity Fulfillment

SELF-ESTEEM
Achievement Mastery
Recognition Respect

BELONGING - LOVE
Friends Family Spouse Lover

SAFETY
Security Stability Freedom from Fear

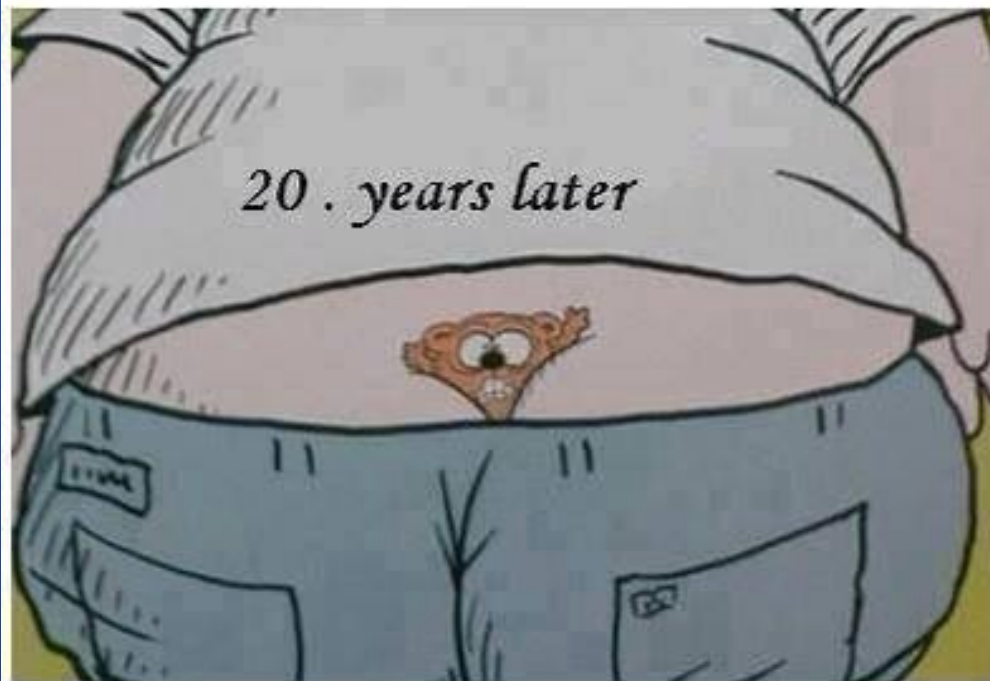
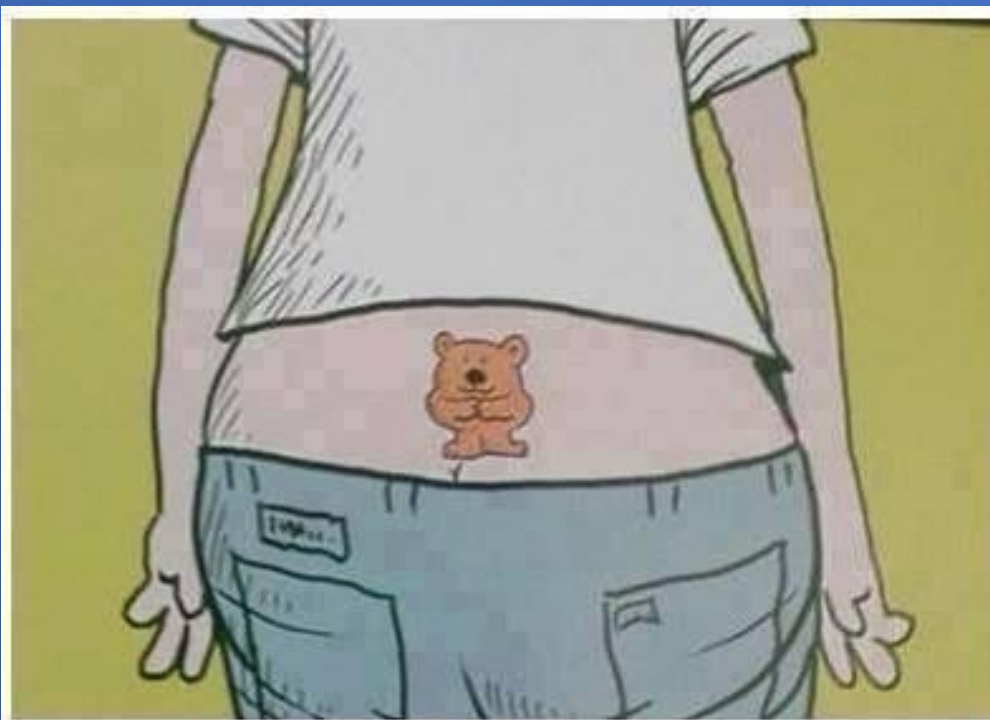
PHYSIOLOGICAL
Food Water Shelter Warmth

WIFI

GÉNÉRATION



Boisfort
2008





New breed

- 80+ million
- Second in size to BB
- Rapidly changing social climate & recession
- Two-career families
- Rising divorce rates
- Downsizing
- Close to parents - “Helicopter” parents

I can see your future clearly...
Yes... I see it now...
You're screwed.

R



ROTTEN&CARDS USER CARD

New breed

- Problem solvers
- Opinionated
- Self confident

- ✓ Eclectic
- ✓ Self-reliant
- ✓ Adaptable
- ✓ Resourceful
- ✓ Skeptical

- ✓ Want to build a career
- ✓ Skeptical about organizations
- ✓ Like team environment
- ✓ Prefer time with family
- ✓ Work should be fun



Don't want conventional "job"

Want to work for themselves and make up own rules

71% of Millennials at "regular" jobs prefer to quit current job & work for themselves

60% plan to jump ship in next 2 years

Most work at multiple jobs during their first decade, rather than build equity at one job



On A Mission

- ✓ Want to do something that really matters
- ✓ Want a “mission,” not just a job
- ✓ 87% consider company’s commitment to social and environmental causes when deciding where to work
- ✓ Drawn to organizations with a mission to transform the world



DO

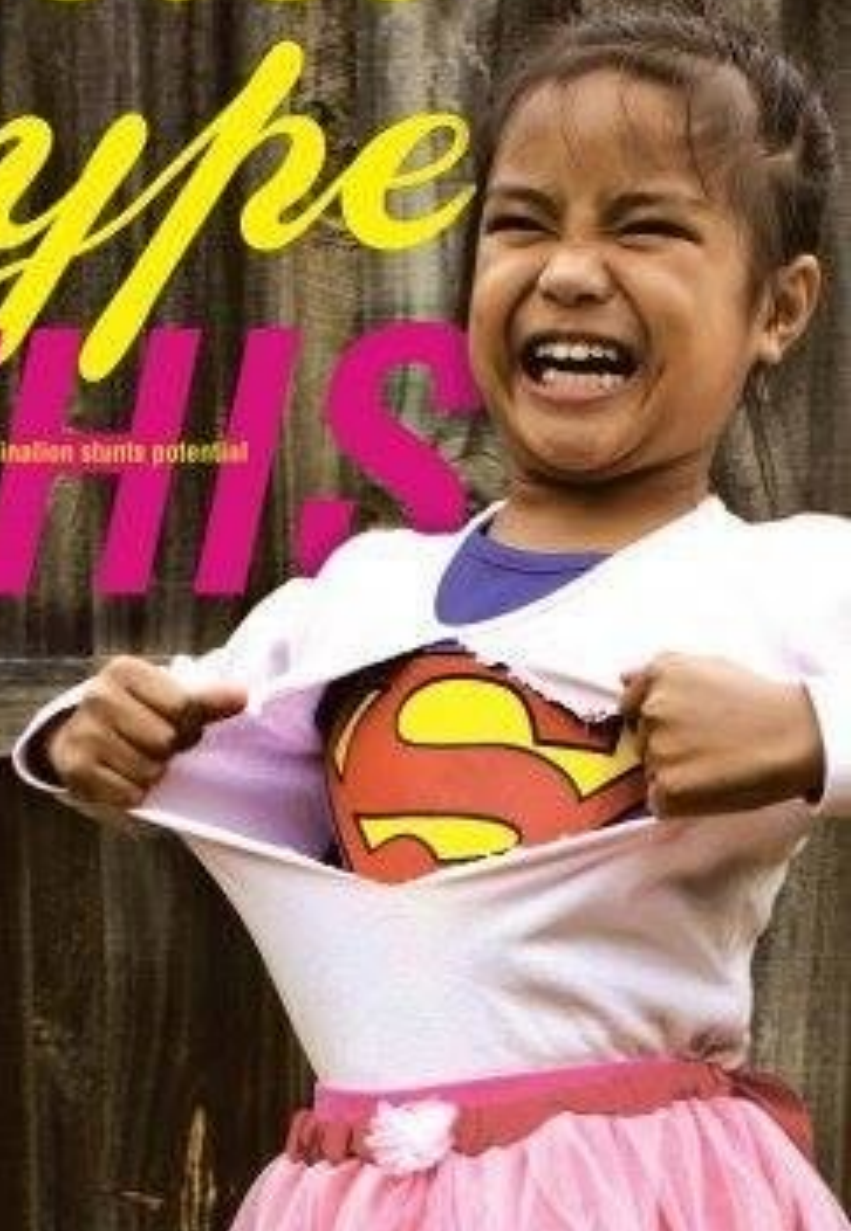
EPIC

SHIT.

stereo
type

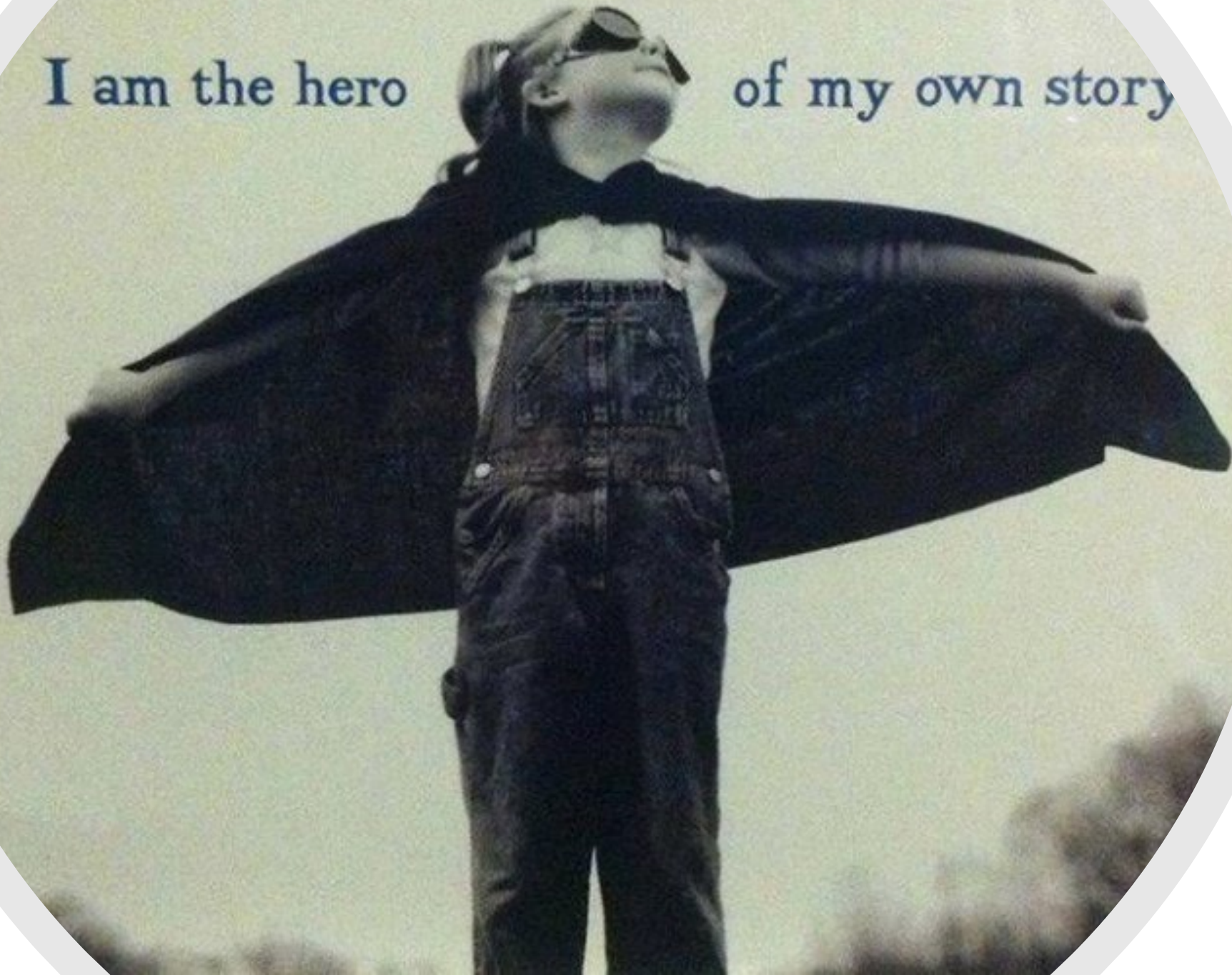
THIS

gender discrimination stunts potential

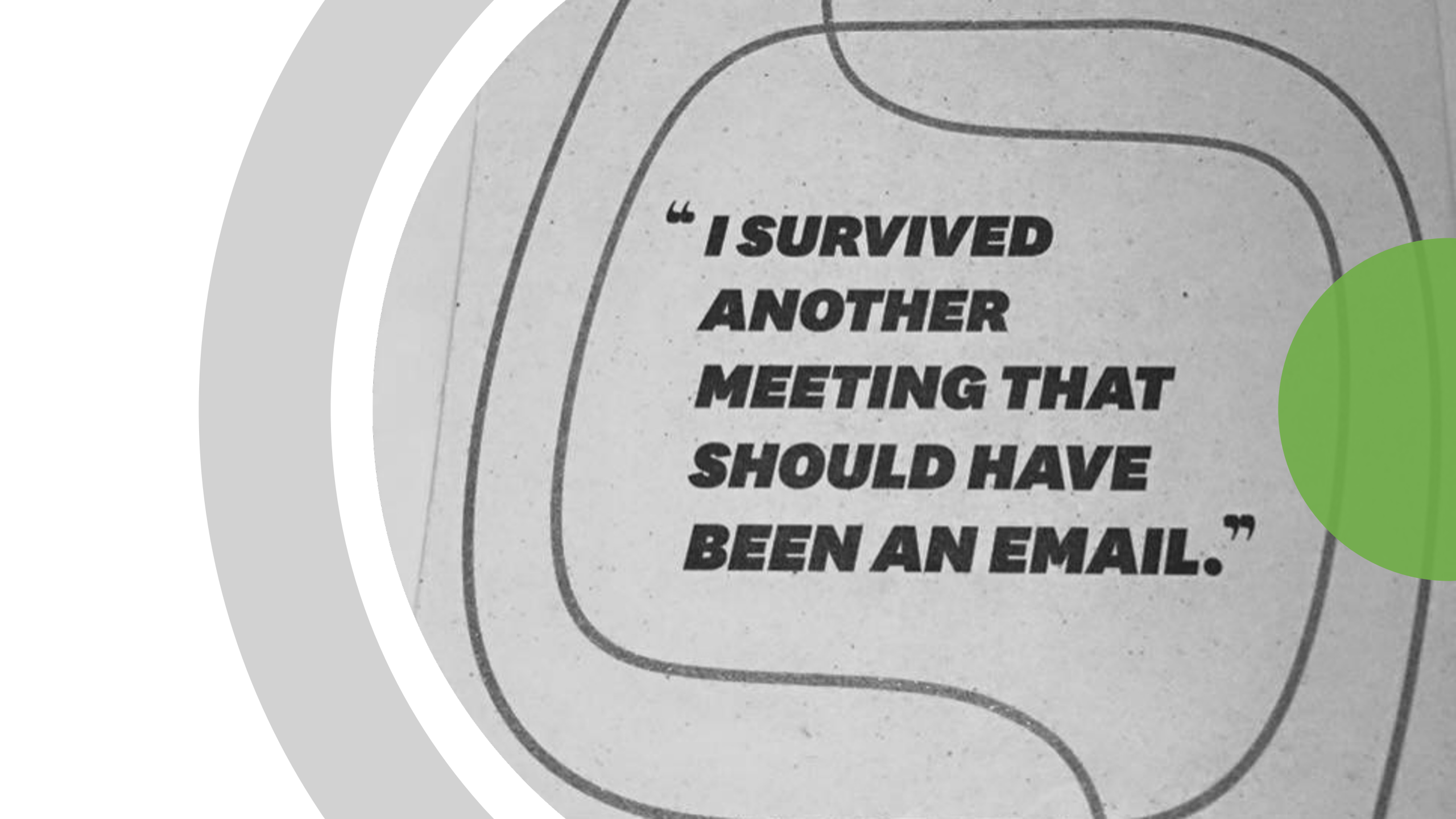


I am the hero

of my own story







***“ I SURVIVED
ANOTHER
MEETING THAT
SHOULD HAVE
BEEN AN EMAIL.”***

Be flexible

Think outside your own generational context


Look for shared values

Examine how and why you think

Create a culture of mutual respect

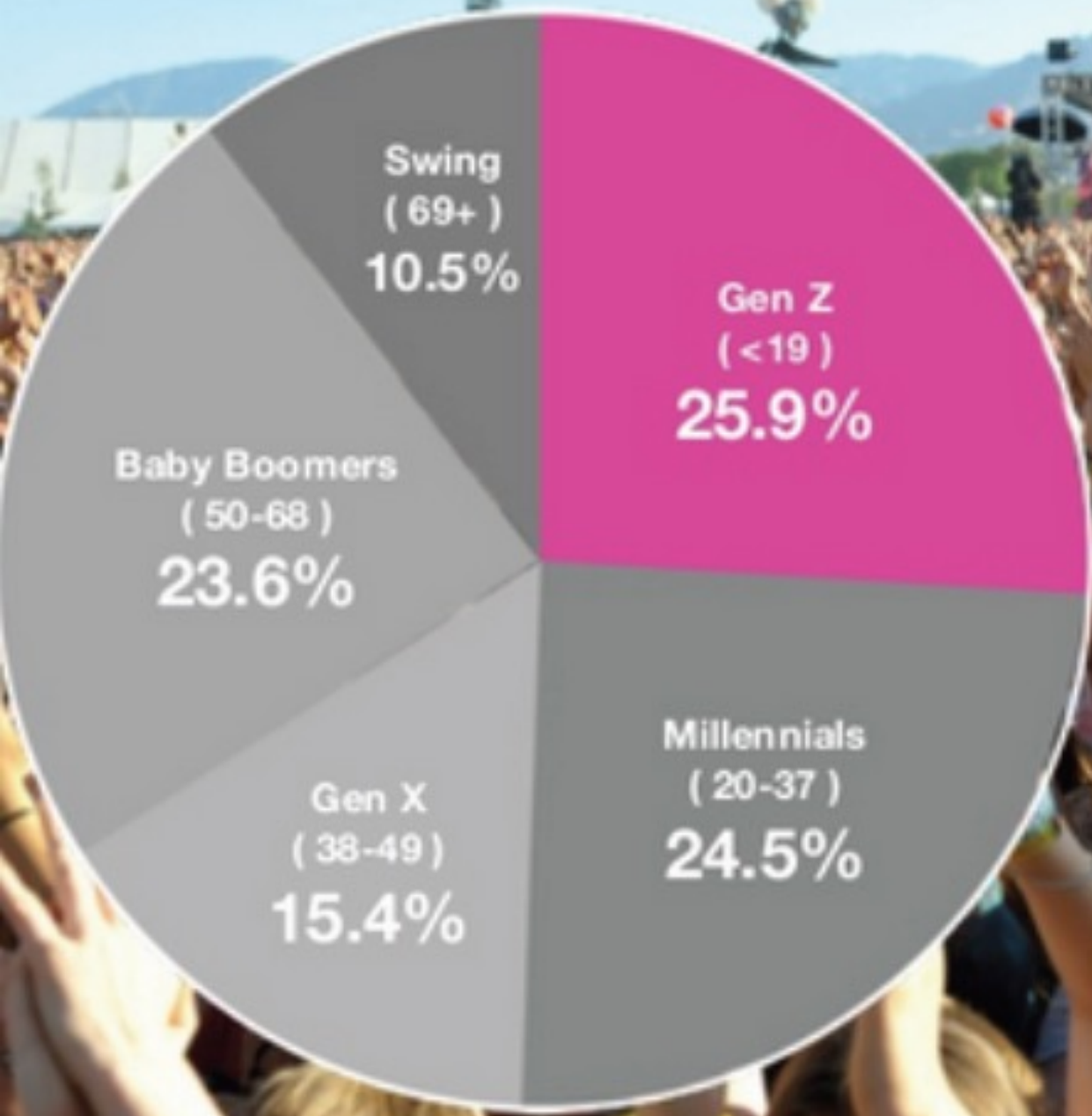
If you think the grass
is greener on the
other side, it's
because it's
fertilized with
bullshit.





If we can build an environment
in which people can
learn and grow,
the grass will not be greener
on the other side

Libby Sartain, SR. VP of human resources, Yahoo



361,000

Approximate number of babies born in the world each day.

More than a quarter of America's population belongs to Gen Z, and with each birth, the segment is growing.

Meet Generation Z

A young man with long brown hair, wearing a bright pink beanie and a grey hoodie, is speaking at a podium. He is looking down at a small object in his hands. A pink banner is overlaid on the image with white text.

...and this is the new norm for Gen Z

Name: Logan Laplante

Fame Age: 13

Profession: Advocate for DIY education

His 2013 TED talk, "Hackschooling Makes Me Happy," has received over 5 million views.



Addison Rae – 20 years

@addisonraee

Los Angeles

38.3M on Instagram

81.1M on TikTok

TikToker/Dancer

Entertainment

Generation Alpha
* early 2010s – mid-2020s

Generation Z
* 1997–2012

Millennials
* 1981–96

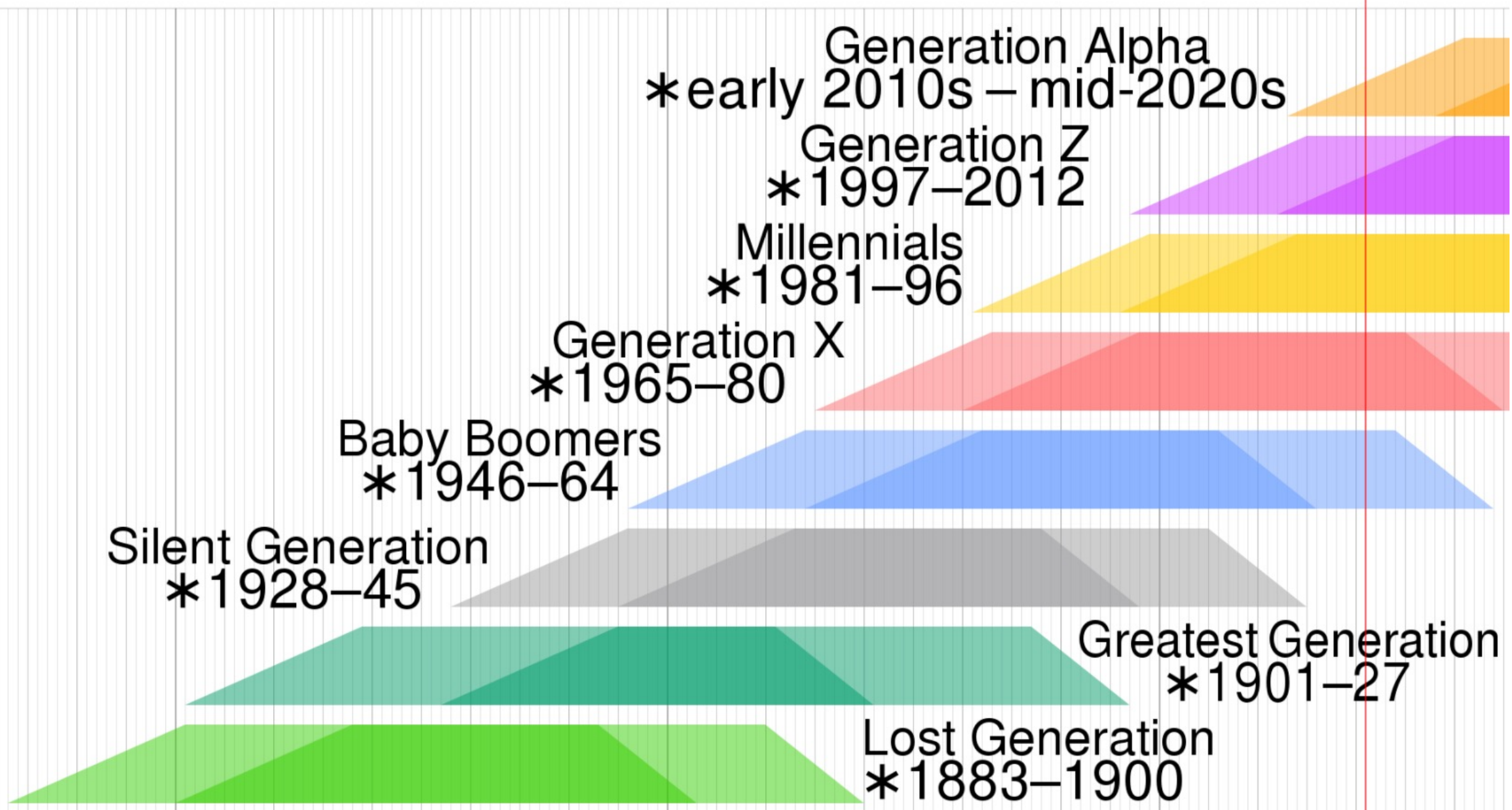
Generation X
* 1965–80

Baby Boomers
* 1946–64

Silent Generation
* 1928–45

Greatest Generation
* 1901–27

Lost Generation
* 1883–1900





Caring for those called to care.

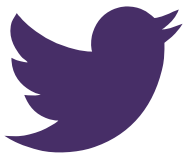
Thank You!



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