

TRACY SANSON  MD

# Generations in the Workplace

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EVALUATION  
EVALUATION  
EVALUATION

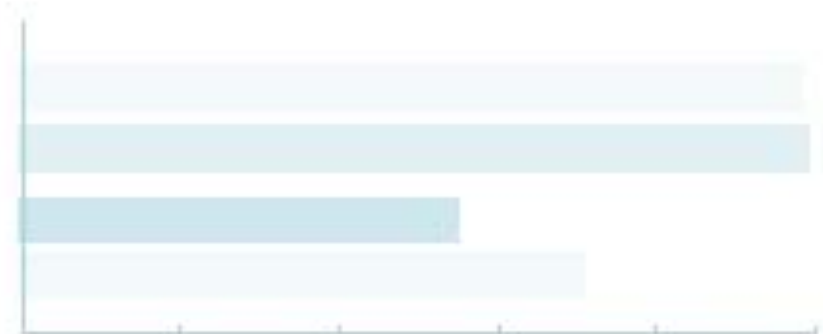
My voicemail message should say: You know good and well I'm not going to answer so please hang up and text me. I don't do phone calls.

813-503-8799

TracySanson@gmail.com

20s

30s



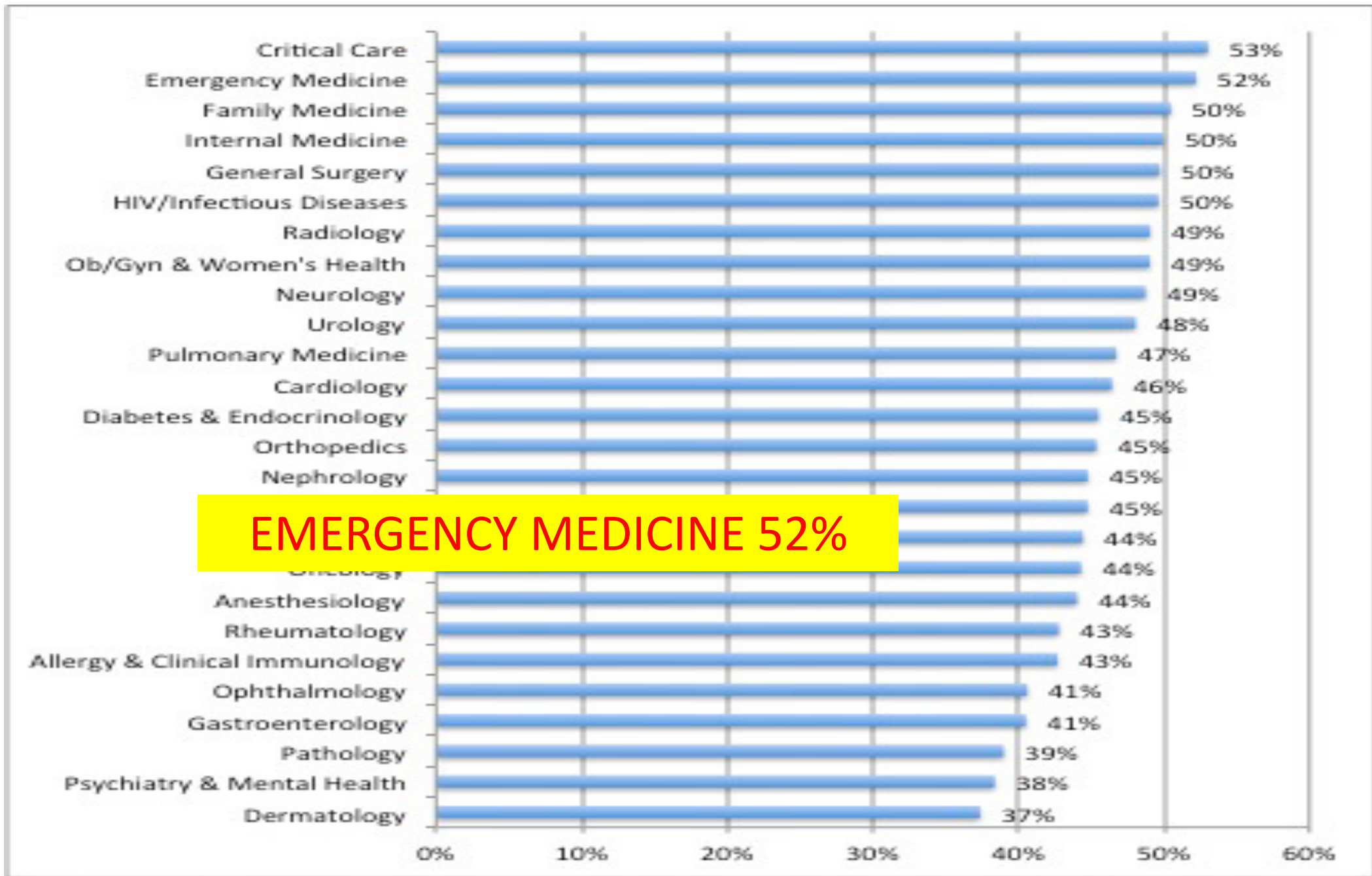
50s

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:

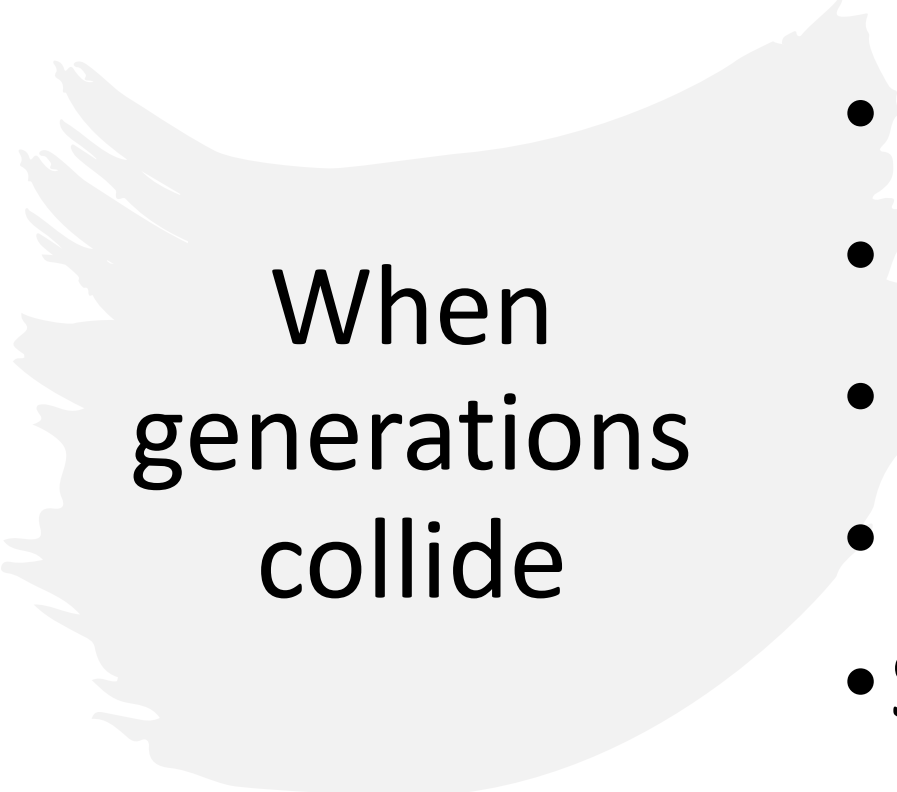
- Rewarding
- Satisfying



**SLOWLY  
CRUSHING  
MY SOUL**



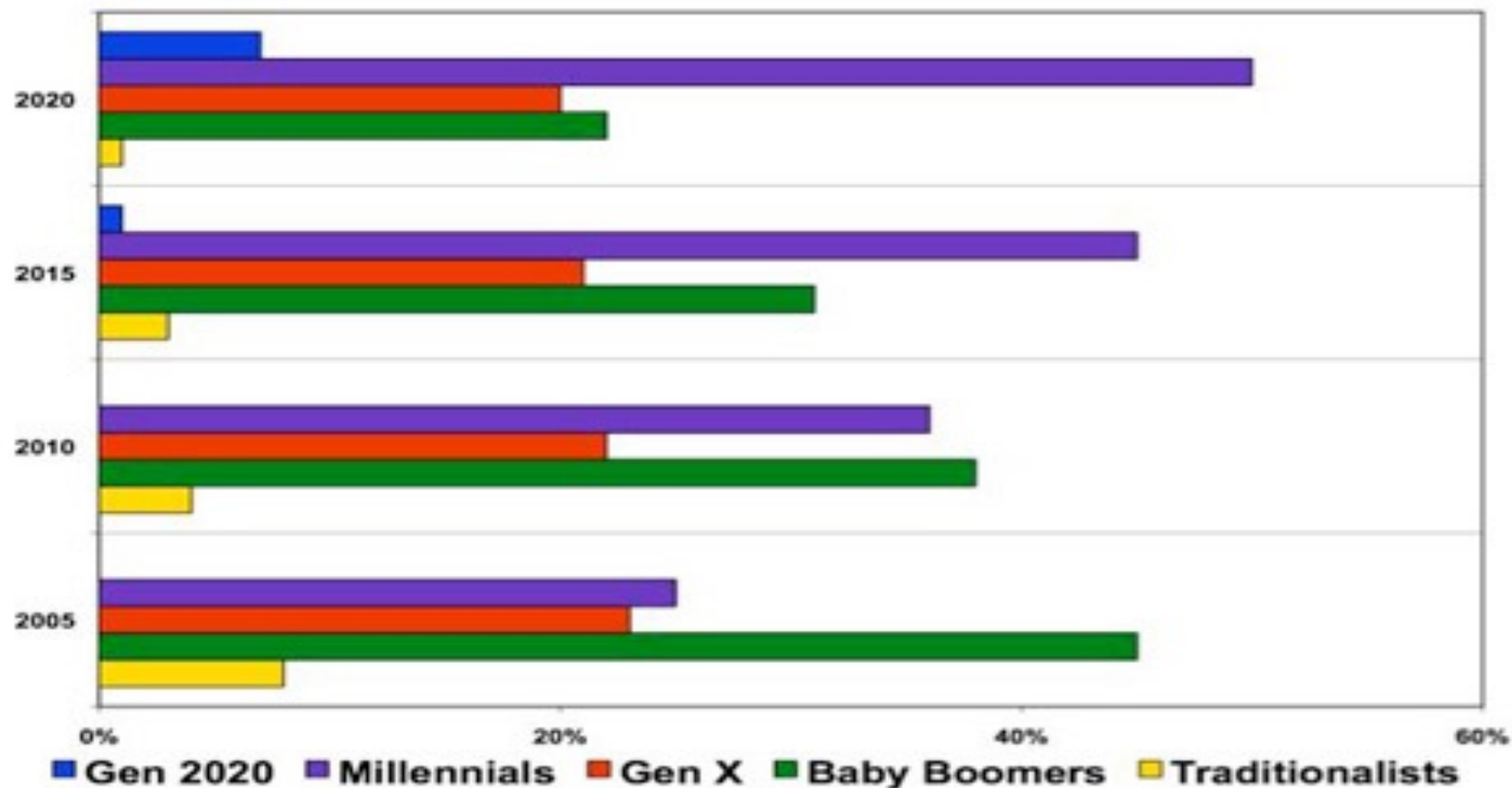




## When generations collide

- 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**

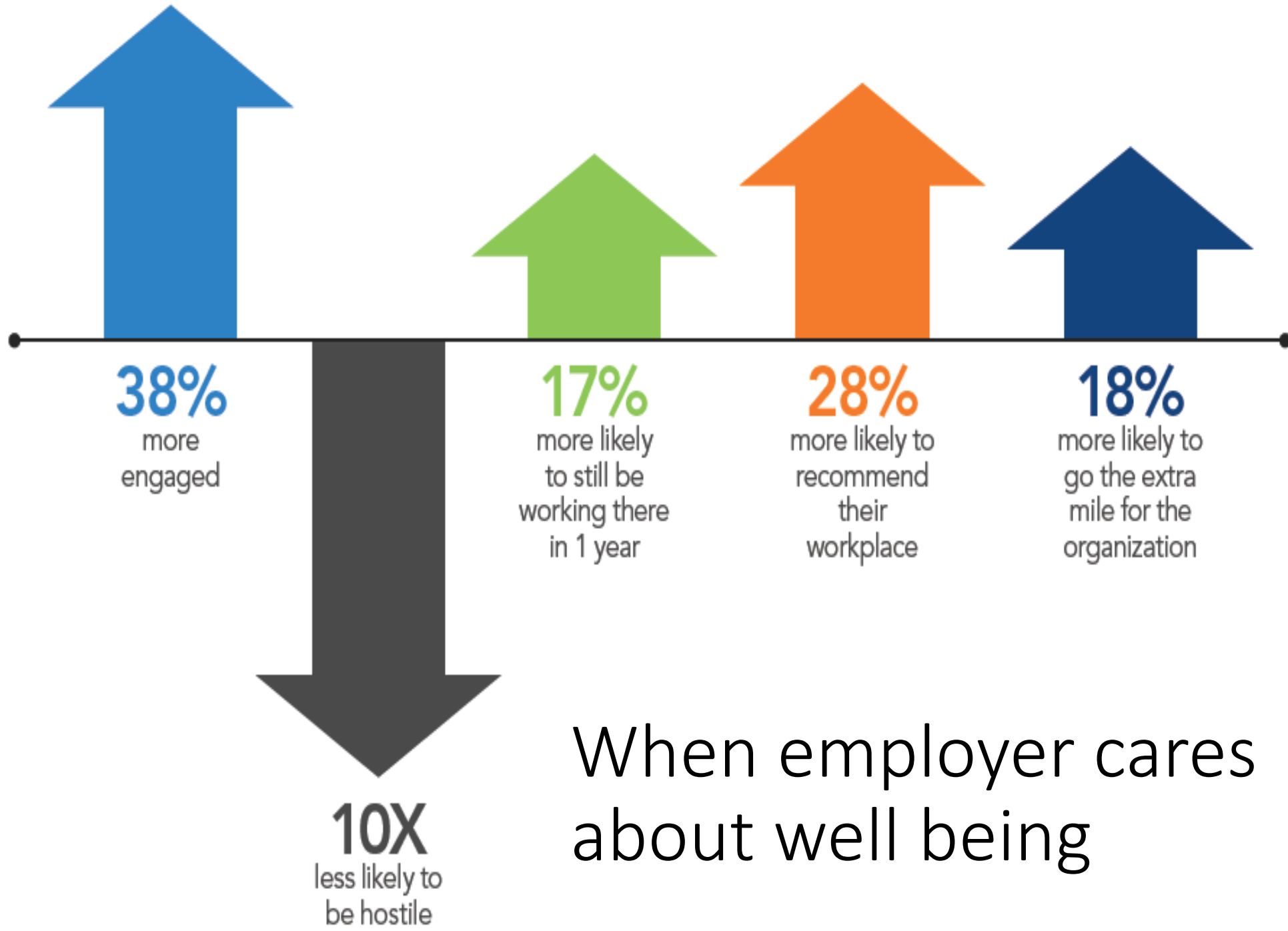
↕  
**30's**

↕  
**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





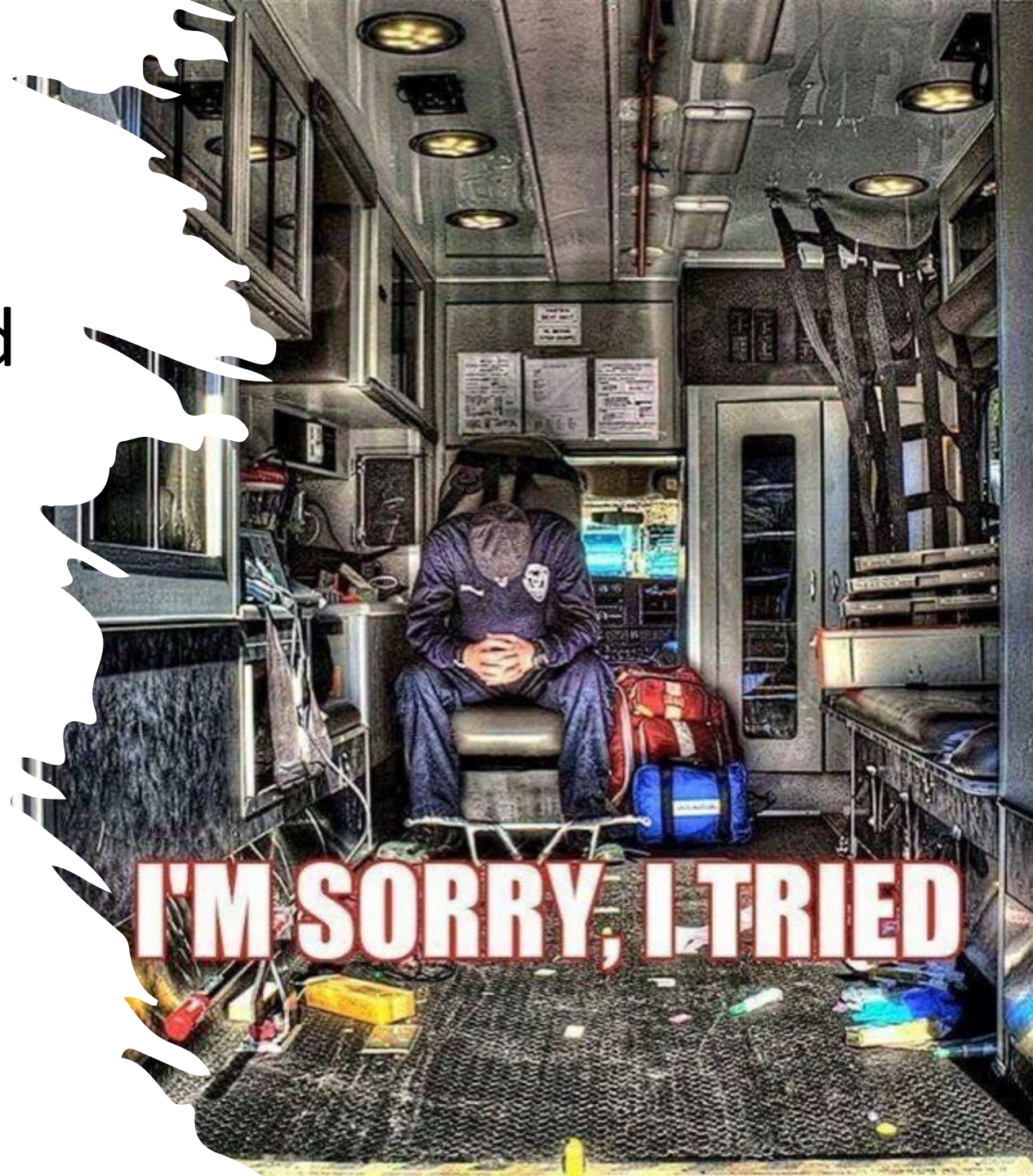


**Boomers** work hard to move up the ladder

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

Every generation  
wants very much to succeed

- Ask questions
- Listen

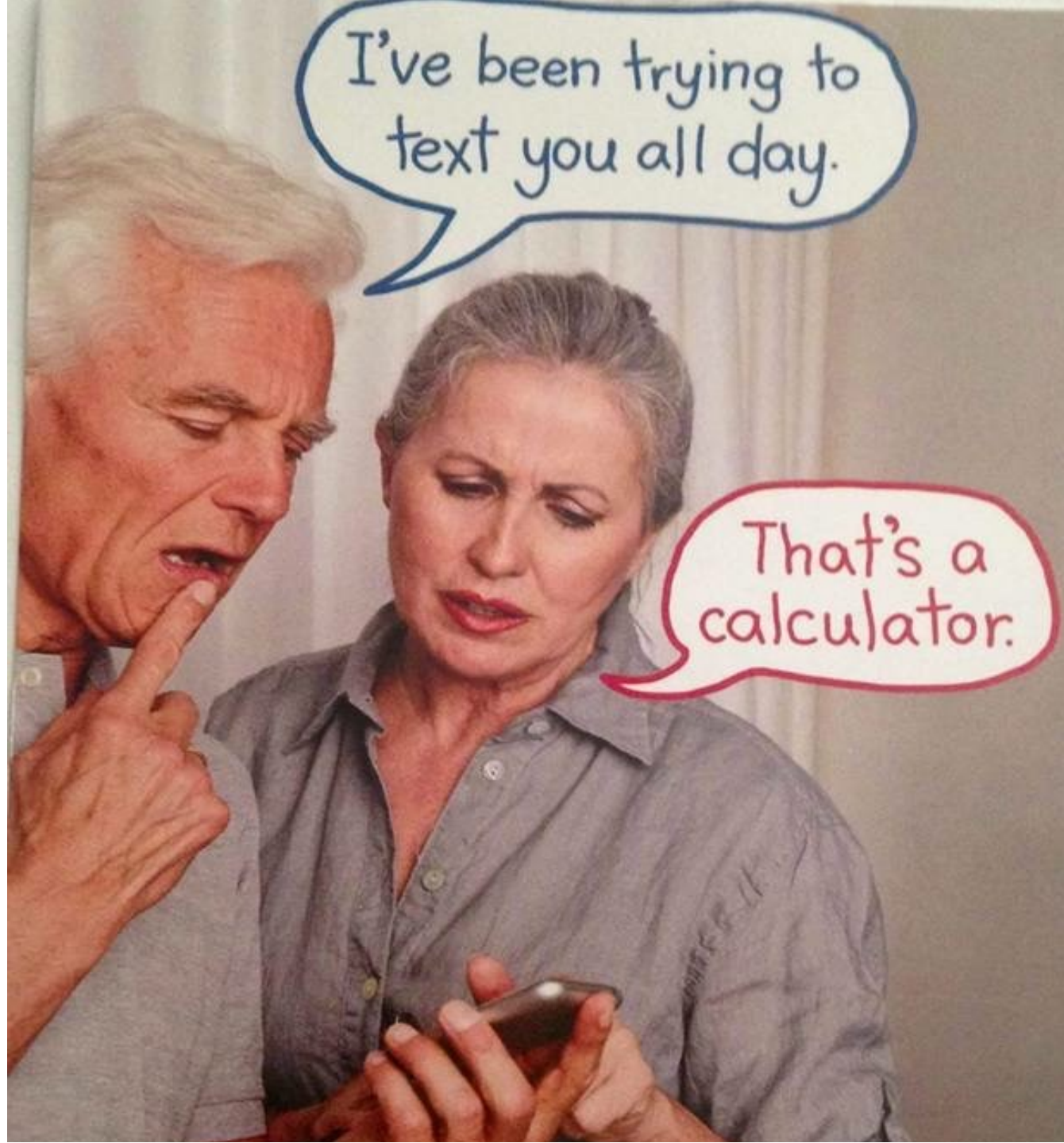


1. Shared events influence each generation.
2. Individuals of any generation are diverse.
3. They tend to share thoughts, values, or behaviors because of those shared experiences.



**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

Call me

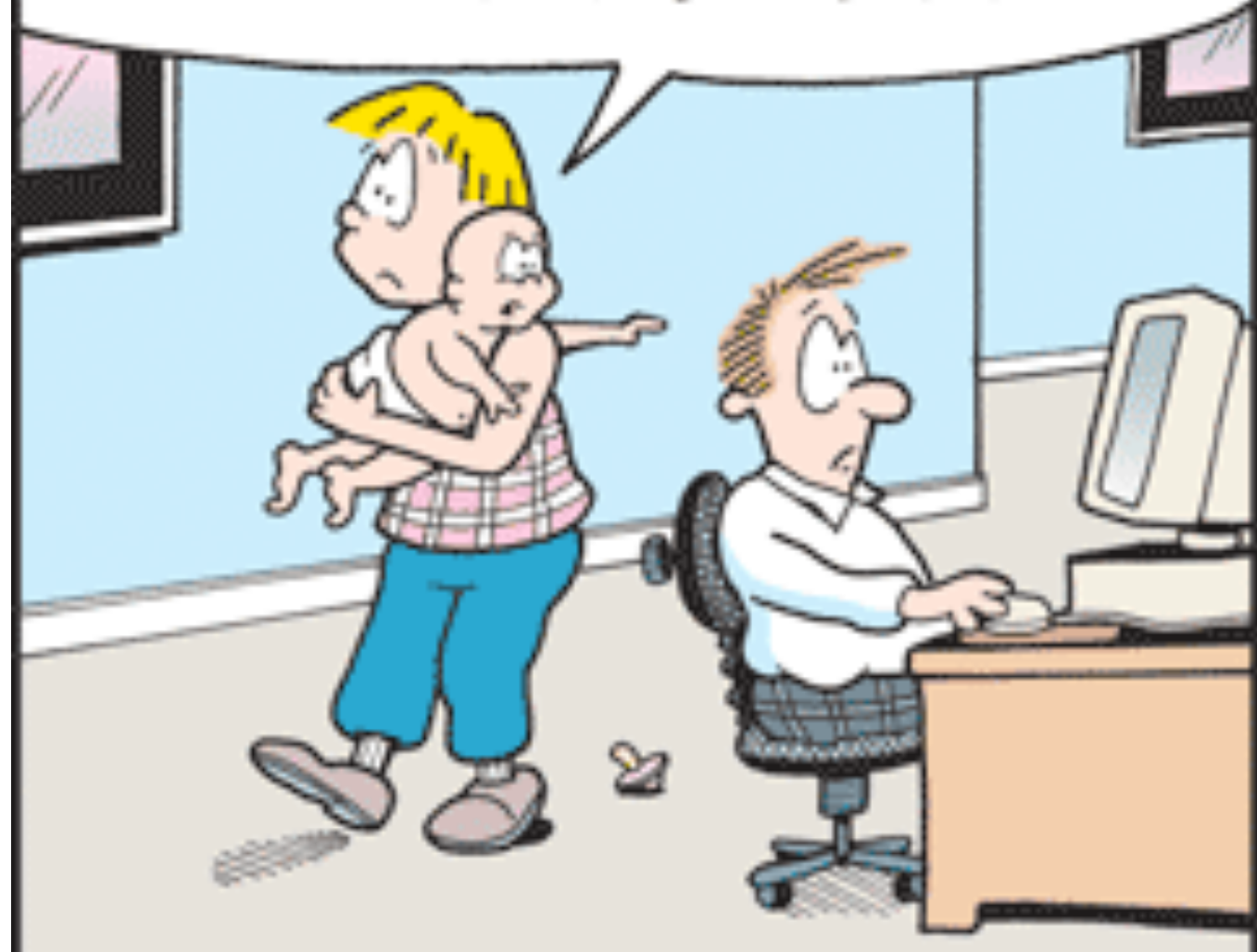
Email me

Text me

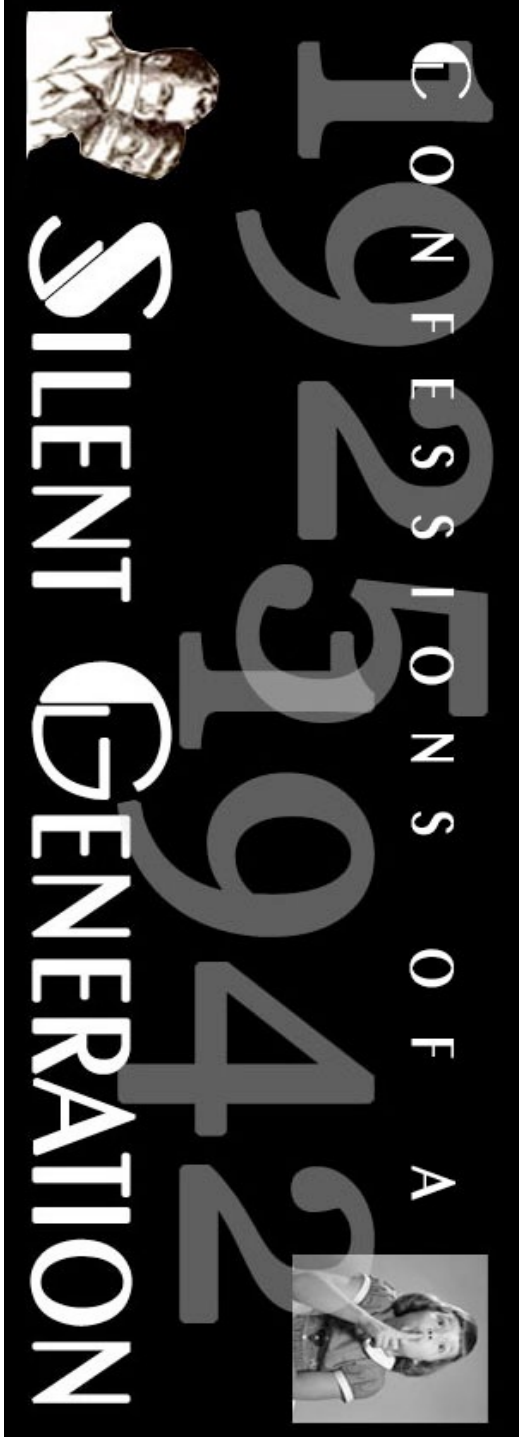




NO DADDY.. TO RESET YOUR DEFAULTS,  
SCROLL DOWN TO PRÉFÉRENCES, THEN  
OPEN THE APPROPRIATE DIALOG BOX...



- 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**

**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**

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1/3 are grandparents

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

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On the brink of retiring in droves

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Many plan to work > age 65



# Sandwich Generation

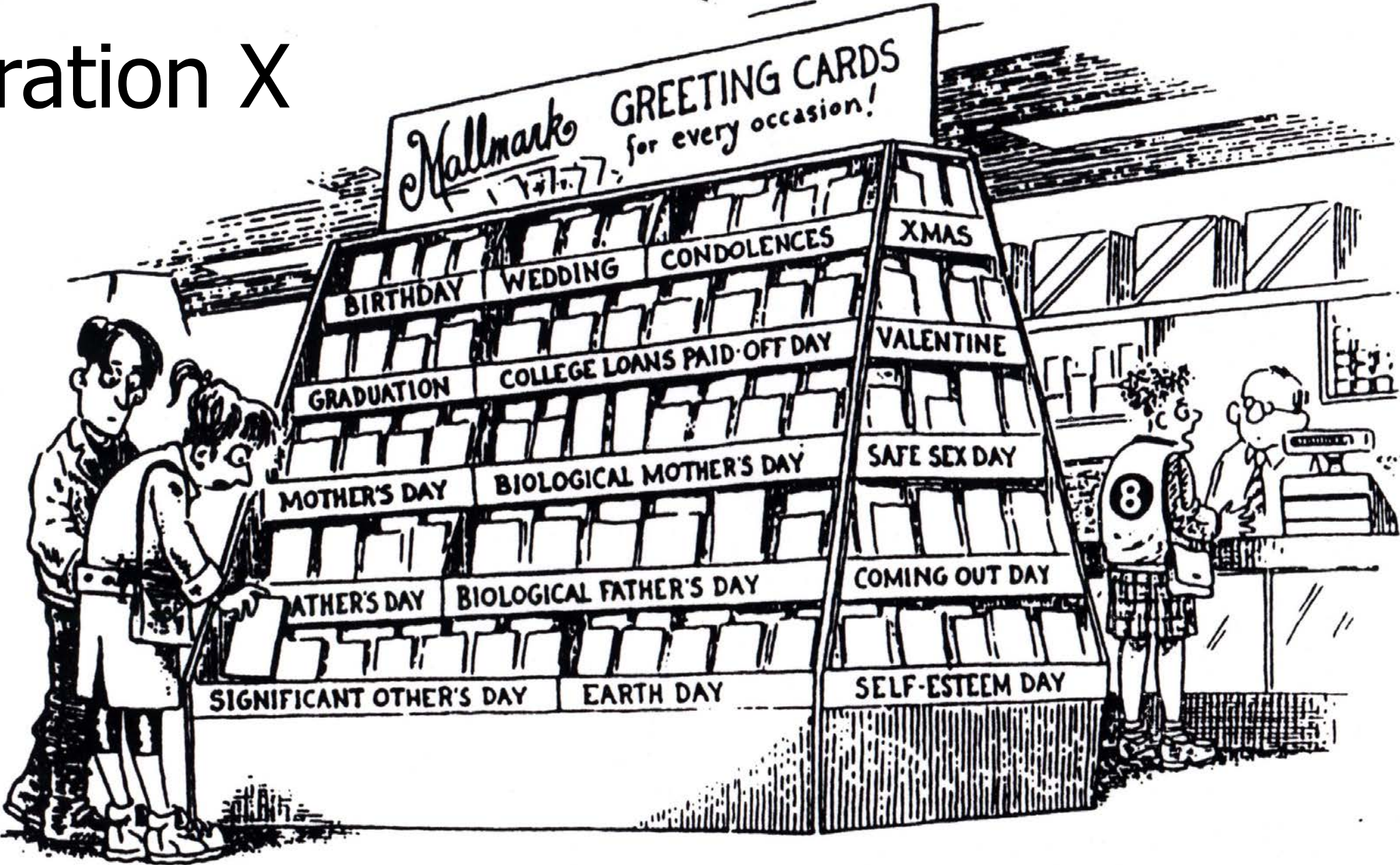
- ✓ 60-yo caring for 90-yo parent
- ✓ Smaller families compared to earlier generations
- ✓ Higher divorce rates than earlier generations
- ✓ Fewer children to care for elderly parents





Generation X

# Generation X



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

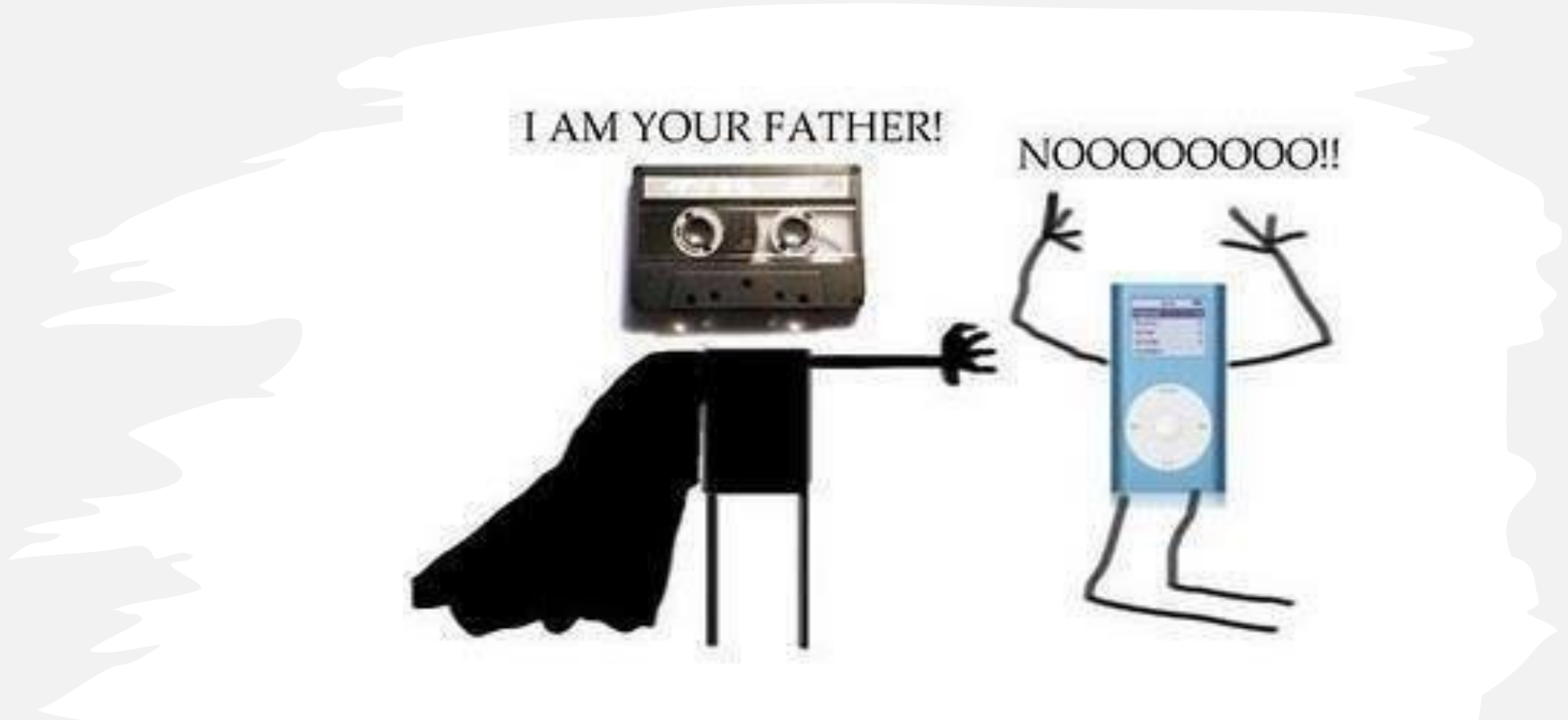


- Independent and Creative
- Xers have clear goals
- Prefer managing own time and solving own problems rather than managed by a supervisor





- 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**

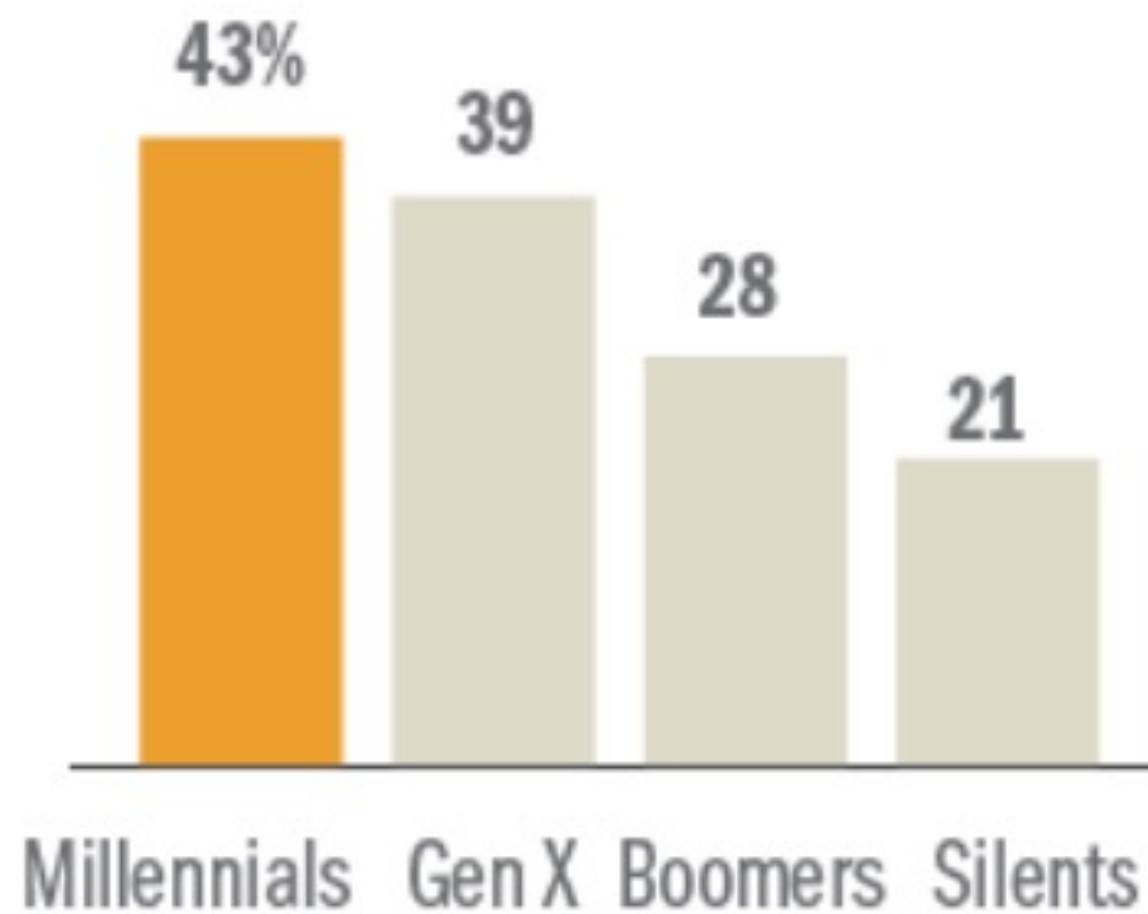
**515**

**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

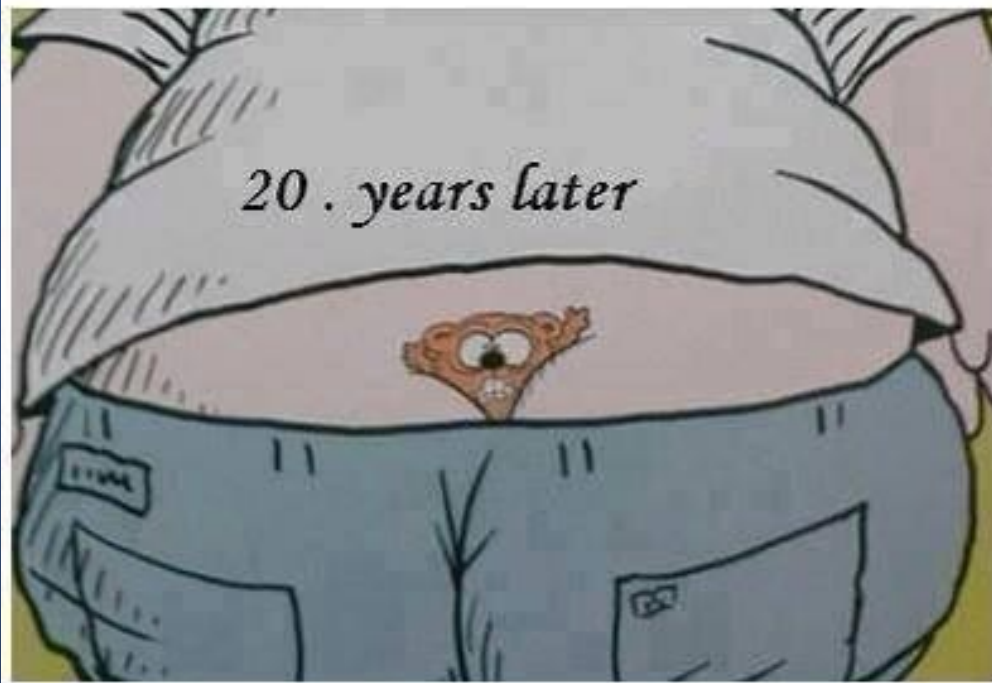
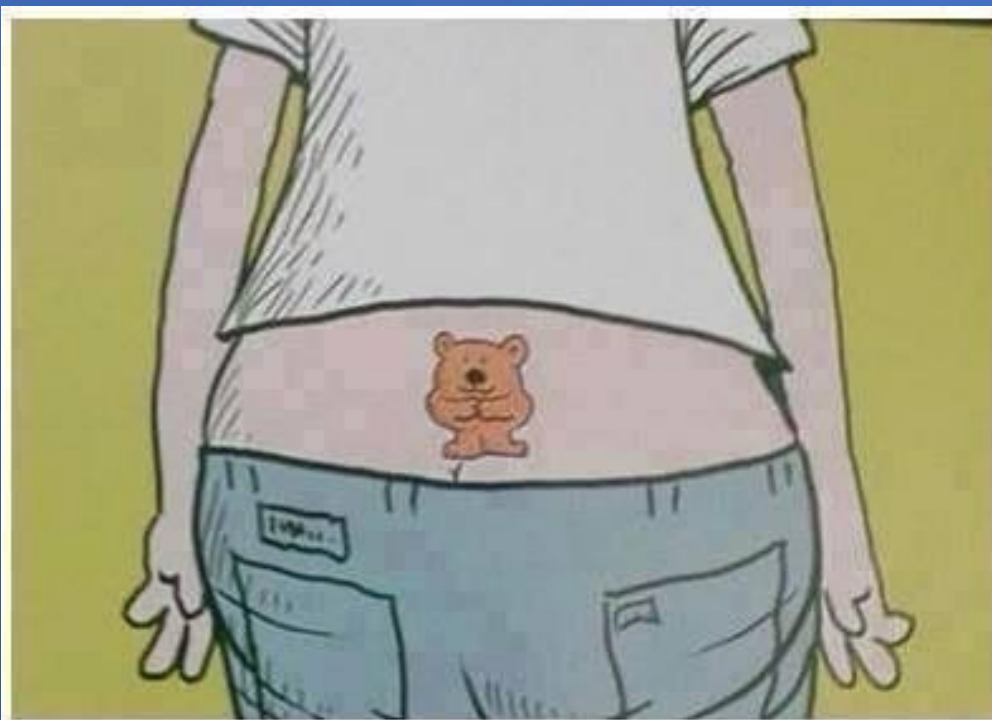
SAFETY  
Security Stability Freedom from Fear

PHYSIOLOGICAL  
Food Water Shelter Warmth

WIFI

GÉNÉRATION







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



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Don't want conventional "job"

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Want to work for themselves and make up own rules

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

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60% plan to jump ship in next 2 years

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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

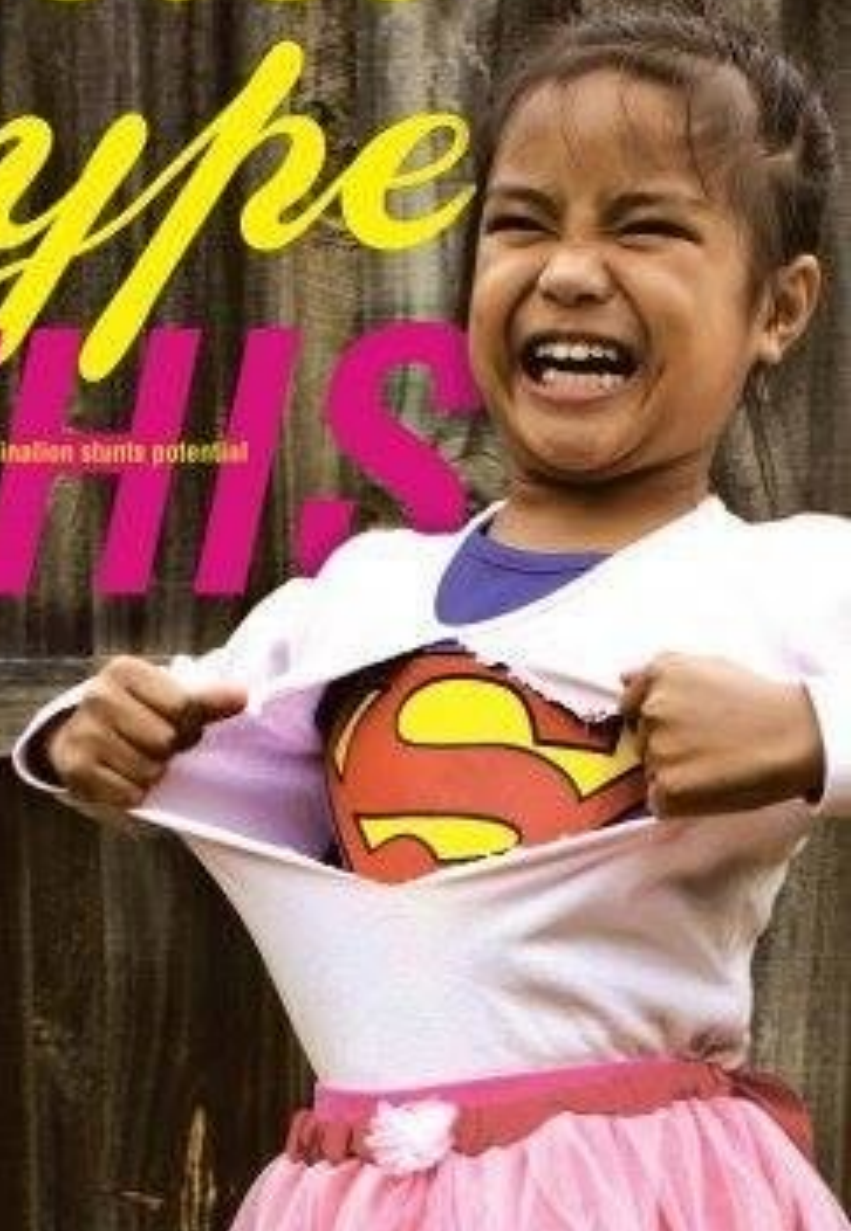
EPIC

SHIT.

stereo  
type

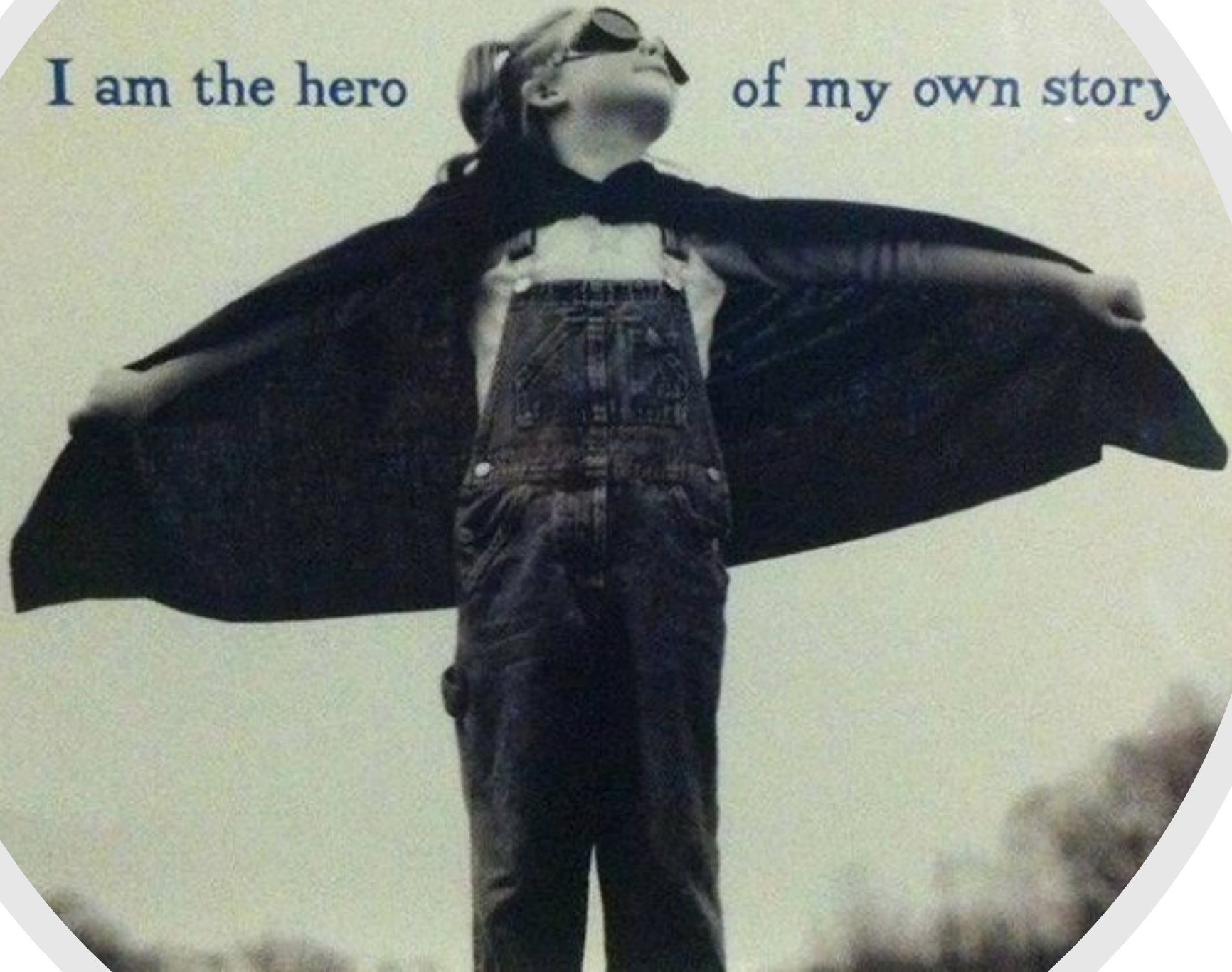
**THIS**

gender discrimination stunts potential



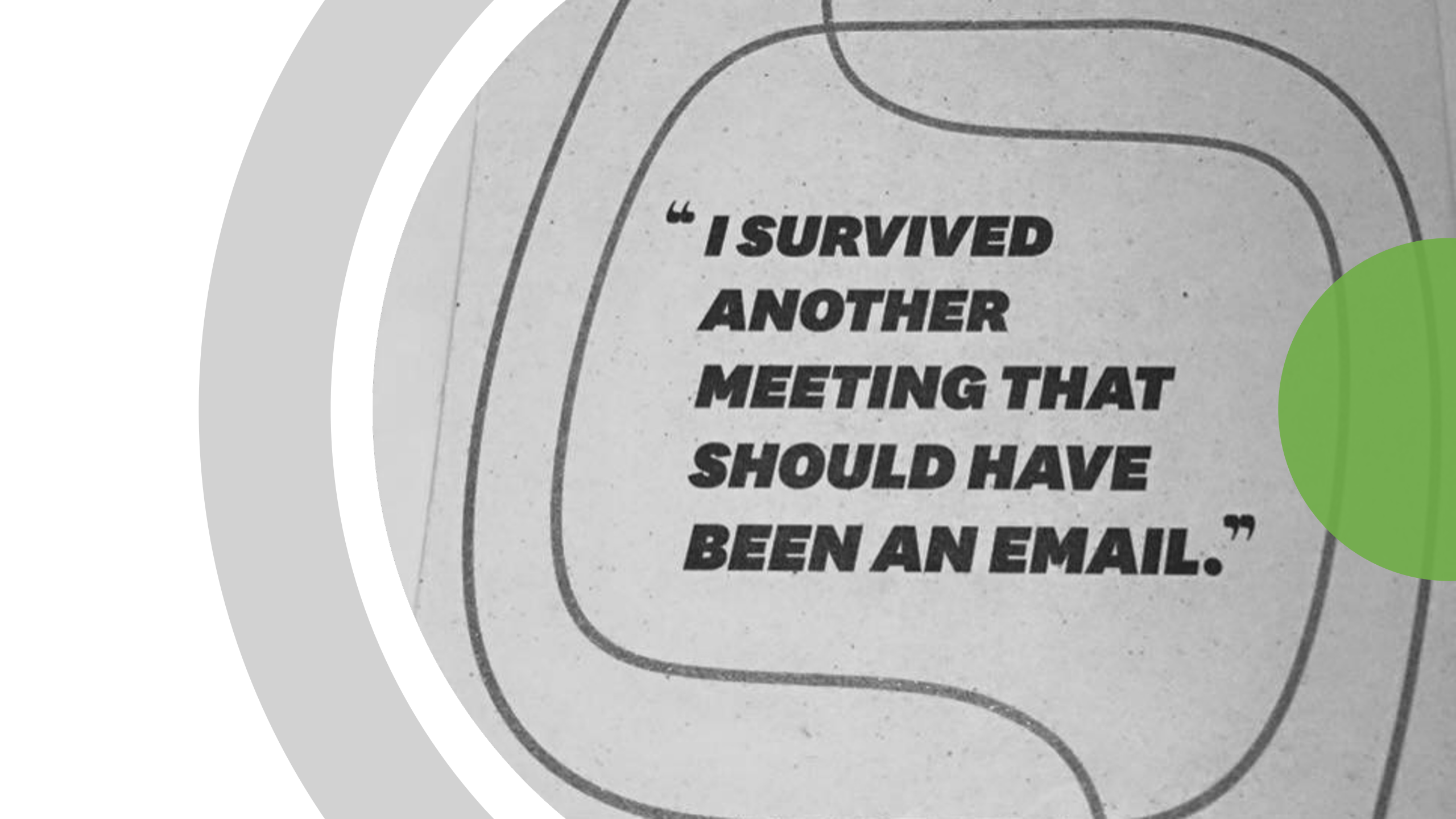
I am the hero

of my own story









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

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Be flexible

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Think outside your own generational context

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Look for shared values

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Examine how and why you think

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Create a culture of mutual respect

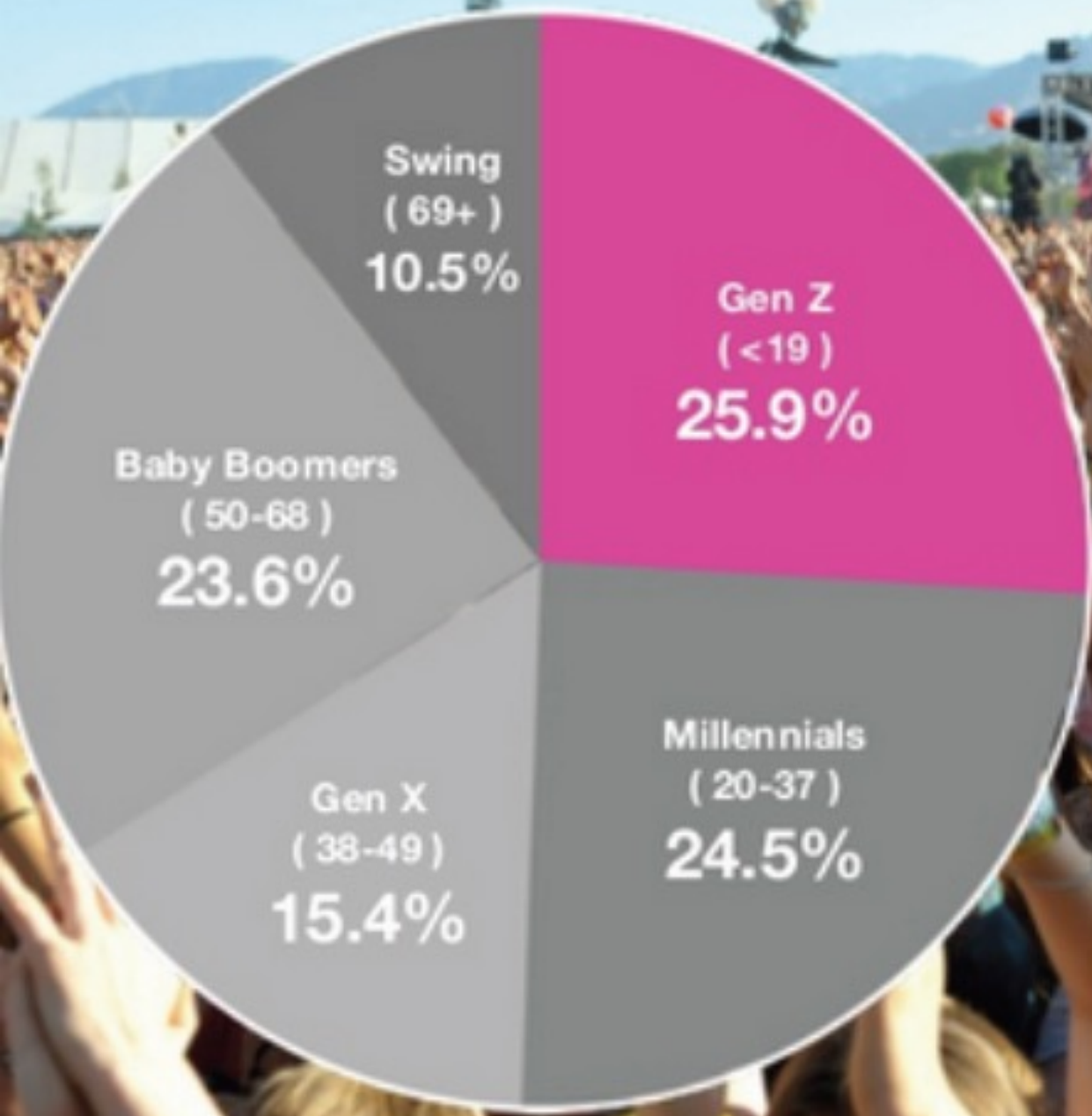
If you think the grass  
is greener on the  
other side, it's  
because it's  
fertilized with  
bullshit.





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

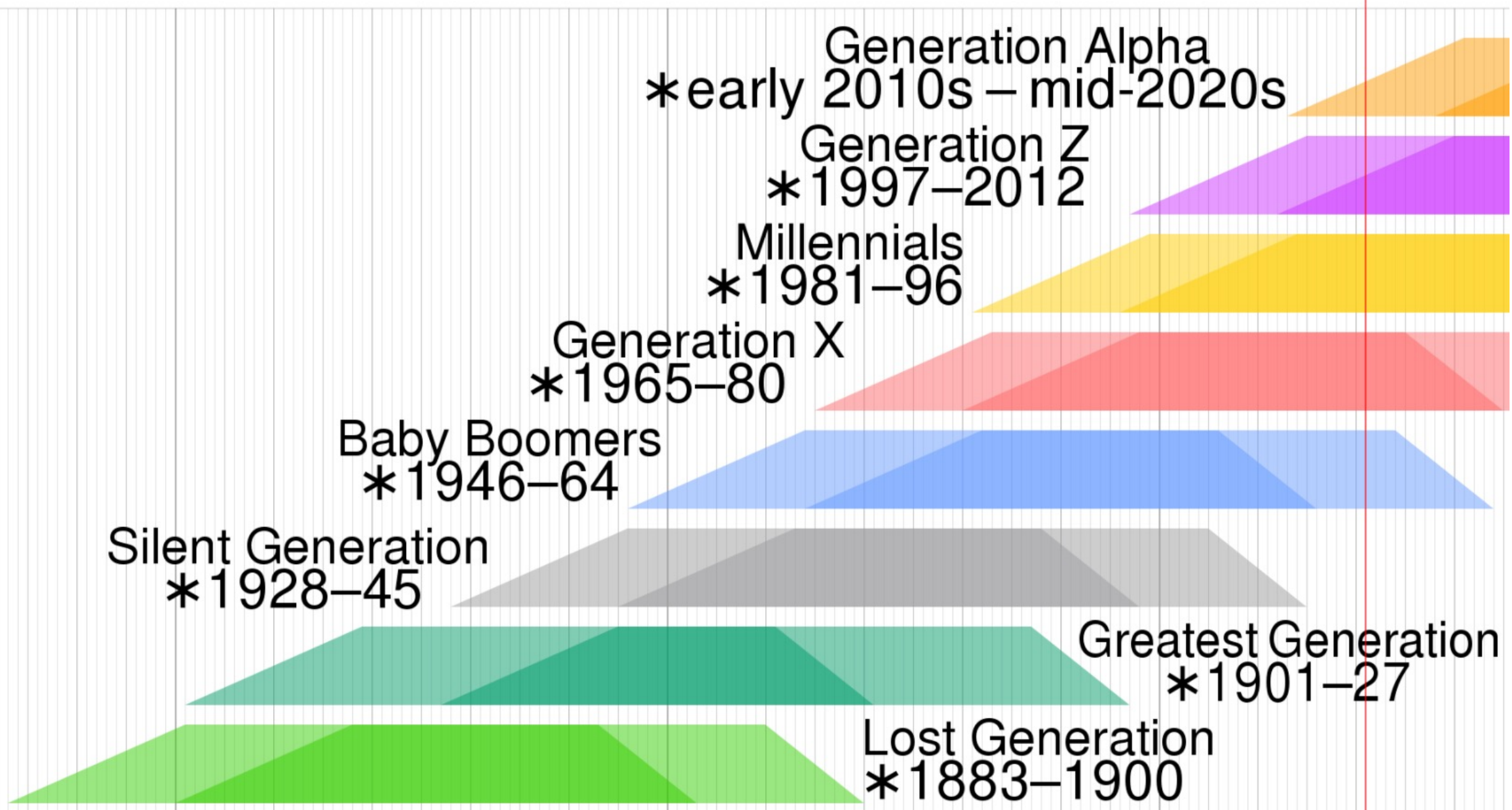
Generation X  
\* 1965–80

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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