



Generations at Work

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The multi-generational workforce

different expectations and management challenges



Veterans
1927-45



*Boomers,
Baby*
1946-64

GENERATION X

1965-83

Gen Y
1984-2002



The Veterans: 1927-1945



- The Military Model
- Radio Generation
- 1929
- “Lucky to have a job...”

The Baby Boomers: 1946-1964

- The TV generation
- A numbers game
- The employer-employee *compact*
- “If you remember it, you weren’t there”



CSAA VISION

OUR PURPOSE

WE MAKE TRAVELING THROUGH LIFE SAFE AND ENJOYABLE.

OUR VALUES

- MEMBERS FIRST
- INTEGRITY
- COLLABORATION
- ADAPTABILITY
- ACCOUNTABILITY
- EXCELLENCE
- DIVERSITY

OUR VALUE PROPOSITION

WE ARE THE MOST RELIABLE, CONVENIENT, CARING, AND KNOWLEDGEABLE MEMBERSHIP ORGANIZATION GETTING PEOPLE ON THEIR WAY.

OUR FUTURE VISION

WE ARE THE MOST RESPECTED MEMBERSHIP COMPANY.

- WE KNOW OUR MEMBERS AS INDIVIDUALS AND EXCEED THEIR EXPECTATIONS
- OUR MEMBERS WOULD REFER THEIR FAMILIES AND FRIENDS TO US 100% OF THE TIME
- OUR MEMBERS PROUDLY DISPLAY OUR LOGO
- WE HAVE THE MOST RECOGNIZED BRAND
- ALL OTHER MEMBERSHIP COMPANIES BENCHMARK AGAINST US

WE ARE AN EXTRAORDINARY PLACE TO WORK.

- DIVERSITY OF OUR TEAM AND OUR LEADERS MAKES US STRONGER
- WE ARE EMPOWERED TO EXCEL
- OUR WORKPLACE SUPPORTS OUR PERSONAL AND PROFESSIONAL ASPIRATIONS
- WE RECOGNIZE AND REWARD TOP PERFORMANCE

OUR OVERALL PERFORMANCE IS EXCEPTIONAL – WE CONSISTENTLY RAISE OUR EXPECTATIONS AND MEET OUR OBJECTIVES.

- WE HAVE MORE MEMBERS THAN ANY OTHER AAA CLUB
- OUR MEMBERS ENJOY THREE OR MORE PRODUCTS
- WE RETAIN 100% OF OUR TARGET MEMBERS
- WE HAVE AN A.M. BEST RATING OF A++
- WE REGULARLY WIN "PARTNER OF THE YEAR" AWARDS

WE ARE THE LEADING ADVOCATE FOR SAFE AND RESPONSIBLE TRANSPORTATION.

- ALL EMPLOYEES CONTRIBUTE TO COMMUNITY SAFETY PROGRAMS
- WE ARE A POWERFUL ENGINE OF LEGISLATION PROMOTING SAFE AND RESPONSIBLE TRANSPORTATION
- WE ARE INSTRUMENTAL IN MAKING TRAFFIC SAFETY EDUCATION ACCESSIBLE TO DIVERSE AND UNDER-SERVED COMMUNITIES

OUR AUDACIOUS GOAL THERE IS ONE AAA AND WE LEAD THE WAY!

Generation X: 1965-1983

- The demise of the “old deal”
- The PC/Nintendo generation
- The dot.com boom
- “In your face”



Venting in the new economy

Extensity's ex-employees exacted their revenge internet style. Can CEOs defuse the anger before fired employees make their complaints public?



Log onto <http://etensity-sucks.domainvalet.com> and get a blast of the vitriol that's festering among former employees of Etensity, a two-year-old technology consultancy based in Vienna, VA.

Launched in April by two Etensity alums in New York, the site displays an assortment of jabs, photos and updated rumors about the company; it is perhaps most notable, though, for its generous sprinkling of vulgarities. Most of the insults are aimed at Etensity's senior management. For example, beneath a headshot of Chief Executive Officer Peter Noce is

What
shared **events**
and attitudes
shaped Gen Y
(1984-2002)?

Gen Y . . .

- 1 in 4 from single parent households
- 3 in 4 have working mothers
- AOL, IM, ATM, MTV, DVD, WIKI
- Older - younger
- Trophy children
- Overly-scheduled
- 9-11
- Kids killing kids

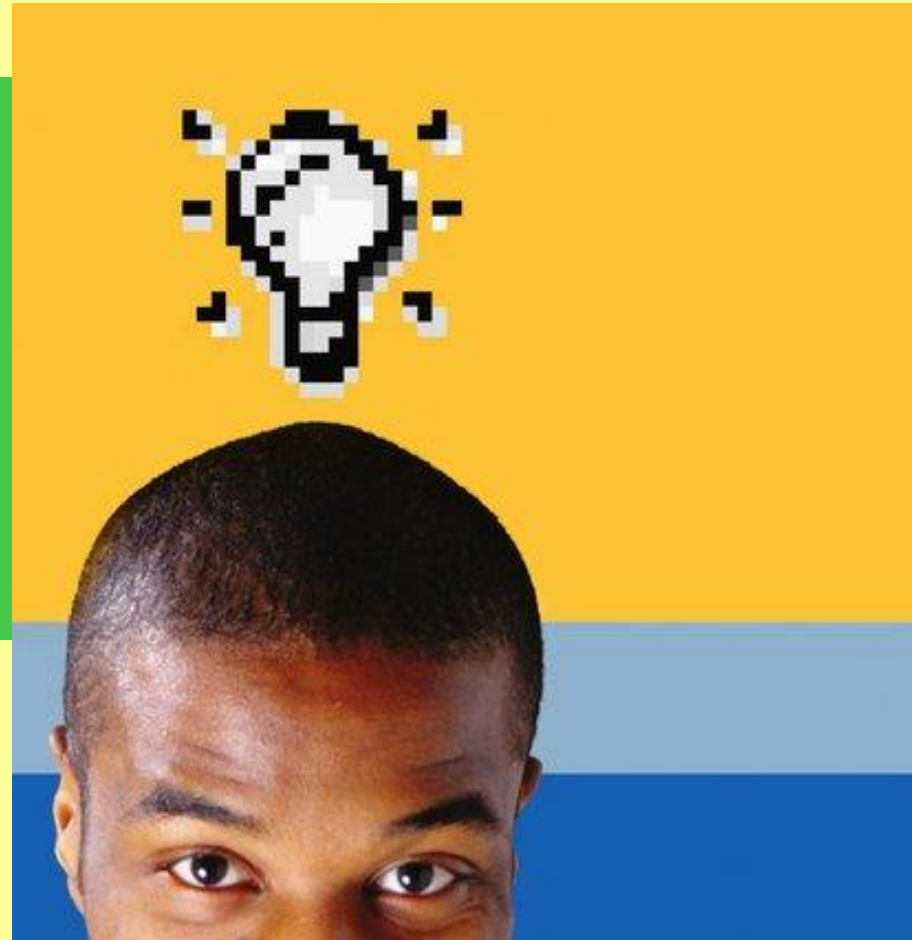
Tattooed, pierced . . .

- Digital, networked, mobile, virtual
- The most racially, ethnically, and “differently-abled” diverse generation in history
- “At the table”
- Pitched to all their lives



and you raised them!

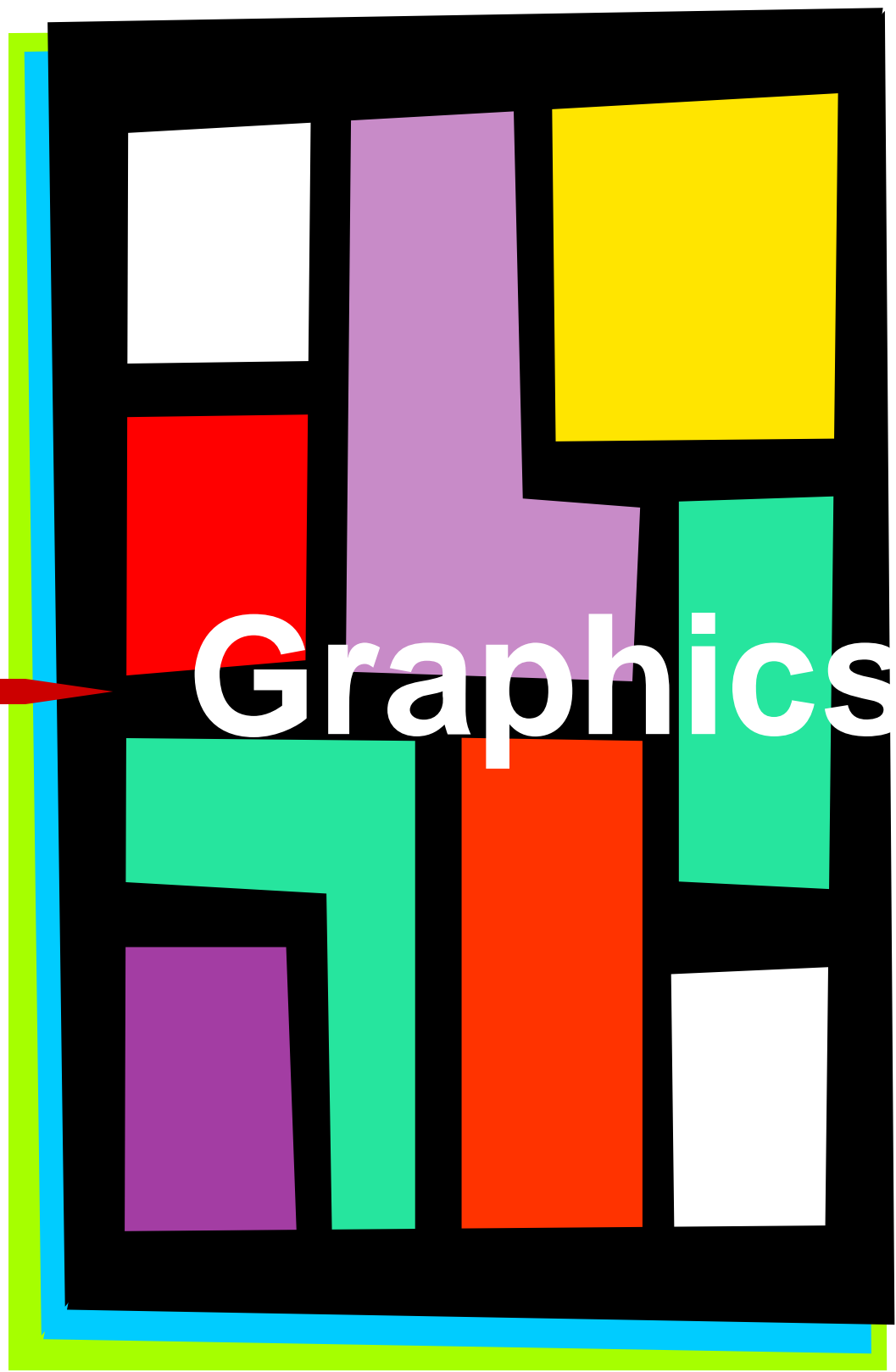
Shifts in cognitive style



Text



Graphics



www.transL8it.com

Our company has a big announcement to make about profits this quarter. We would like you to join us at a meeting at noon tomorrow where we can discuss some new events. Are you available?

Our co. hz a big announcement 2 mAk bout profits DIS qwtr. We wud llk U 2 join us @ a MEtN @ noon 2moro whr we cn discuS som nu evnts. R U avail.?

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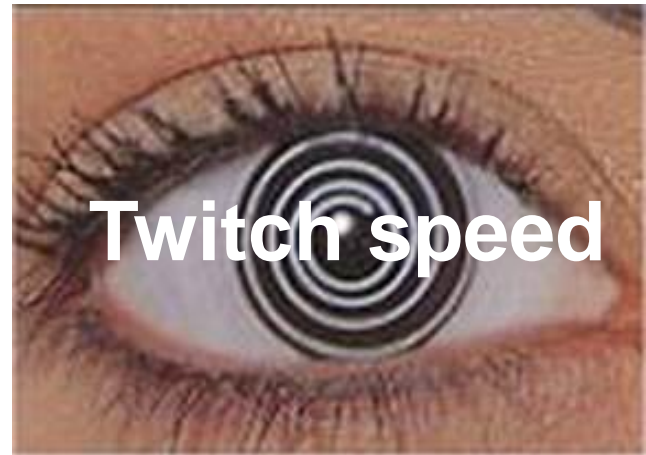


Stories





Focus attention



Twitch speed

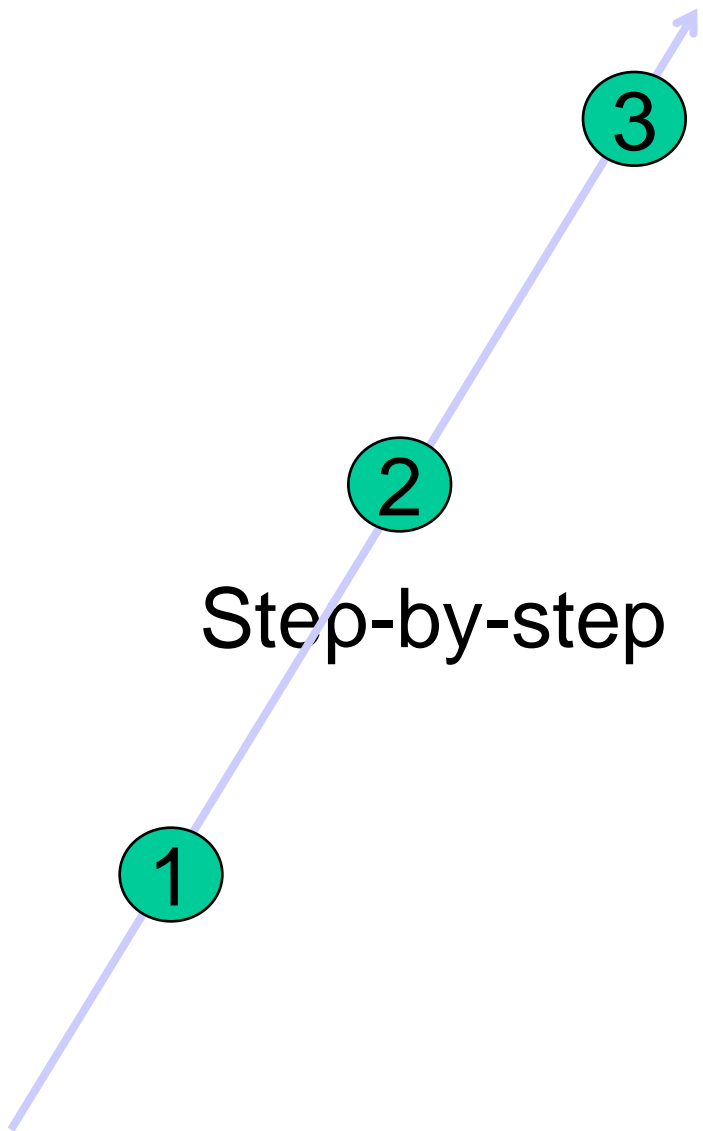


Patience

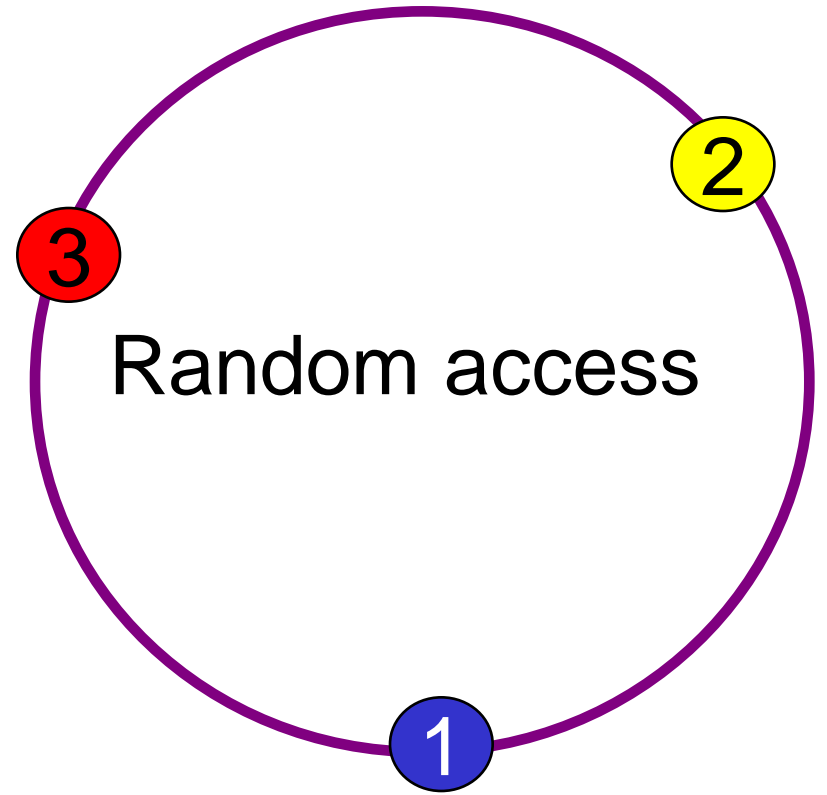


Payoff





Step-by-step



Random access



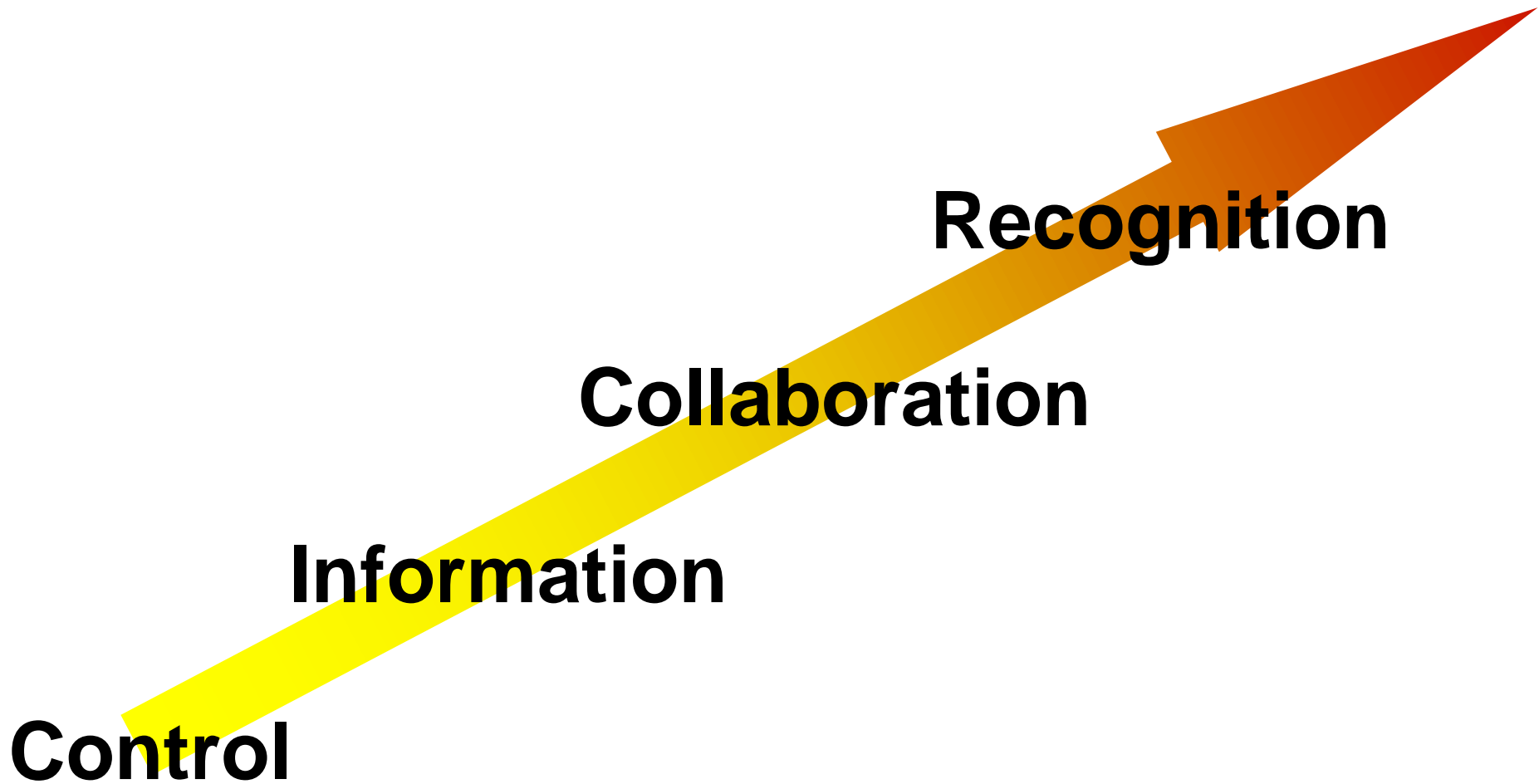
Technology
as a tool



Technology as a
friend



New generations of workers want
more!



You can count on human nature .

..

What do all employees
have in common?



A heart-shaped leaf with a green stem against a blue background. The leaf is the central focus, showing detailed vein patterns. The text is overlaid on the leaf.

At the **heart** of it . . .

*Everyone wants to be a meaningful part
of
something that matters.*



Thank you!

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