ISPE GLC
Student Training Conference

Intergenerational Networking & Social Media:

Spanning crucial conversations across the generations

About Your Speaker

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Roles: <1 Year with Abbott in Project Engineering roles
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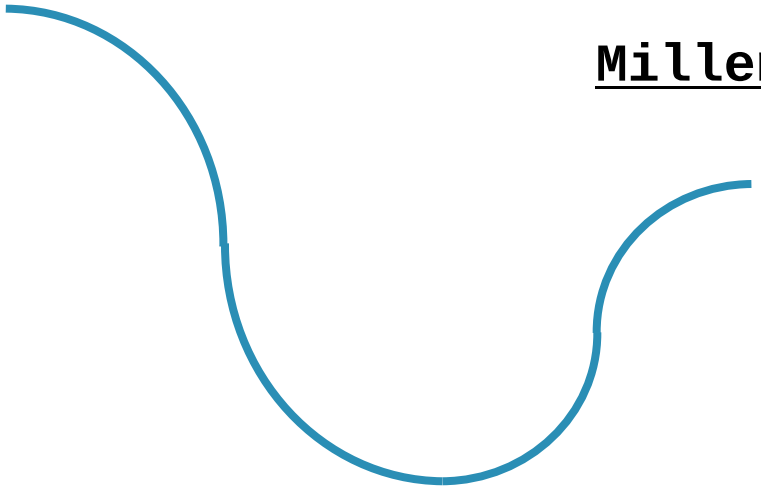
Today's Learning Outcomes

1. the generations & their characteristics
2. personal generation assessment
3. tips for intergenerational communication
4. social media, at an employer & on the Net

Complexions of the US Workforce

Boomers ('45-'65)

Millenials ('82-'01)



Gen X ('64-'81)

Sr management is :

- ❖Having trouble relating to the younger generations
- ❖Re-evaluating what is important to their employees

Possible Talent Shortage?

The four generations of workers that comprise the workforce rarely interact with one another & do not recognize each other's skills or work ethic. – Randstad's USA's annual 2008 World of Work survey

This could lead to a lack of knowledge sharing, resulting in a possible talent shortage!

ThatIsSoOldSchool!
PowerToThePeople tweeting@yemyem88
GenerationalGap MoneyNeverSleepsPal
BackInMyDay
IWantMyMTV! AGlitchInTheMatrix

Generations – Who?

Generation	Parameters	Values
Traditionals (1922-1945)	❖Came of age in the Great Depression ❖Pulled together to win WWII ❖Created the greatest industrial & economic boom in history ❖Achieved the American Dream	Dedication Delayed gratification Loyalty, duty Respect for authority Hard work
Baby Boomers (1946-1964)	❖Raised in the 1950s with prosperity ❖"Leave It To Beaver" mentality ❖Came of age:1960's & early 70's ❖ Affected by the Vietnam War ❖1980s - Hippy to Yuppy, "BMW Culture" ❖Early 1990s - laid off, disillusioned	Optimism Team work Self actualization Work & achievement Health & youthfulness Successful retirement

Generations – Who?

Generation	Parameters	Values
Generation X (1965-1979)	❖Raised by Dual Income or Single Boomer parents ❖Victims of educational experimentation ❖Lacked a defining event or hero ❖Latchkey kids	Fun Independence Informality Technology Work/Life balance (WLB) Dislike of corporate politics Family they never had
Millennials (1980-2001)	❖Coming of age now ❖Nurtured by soccer moms, engaged dads ❖Raised to multi-task ❖Best educated generation in history ❖Raised on technology	Optimism, Morality Flexibility, WLB Expect access to Sr. leadership Chief Friendship Officers Achievement, recognition Family, friends first Social consciousness

Personal/Lifestyle Characteristics	Traditionals (1922–1945)	Baby Boomers (1946–1964)	Generation Xers (1965–1979)	Millennials (1980–2001)
Educational	**A dream**	A birthright	A means to an end	Expensive requirement
Communication Media	**Rotary phones Face time**	TT phone Call me anytime	Cell phone Call me at work	I-net; iPhones; Gaming systems
Dealing w/ $$$	**Put it away Pay cash**	Buy now, pay later	Cautious Conservative	Earn to spend
Work & Family	**Separate**	Work to live	Work-life balance	Work-life balance
Work is	**An obligation**	An exciting adventure	A difficult challenge	A means to an end
Leadership Style	**Directive**	Consensual	Equality; Ask why	TBD
Interactive Style	**Individual**	Team player	Entrepreneur	Participative
Communication	**Formal memo**	In person	Direct; Immediate	EM, Txt, VM
Feedback & Rewards	**No news is good news**	Don't appreciate it; want $$, title	Need feedback; want freedom	Continuous feedback
Messages that motivate	**"Your experience is respected"**	"You are valued; You are needed"	"Do it your way; Forget the rules"	"You will work w/ other bright, creative people"

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Questionnaire Time

Which generation are you?

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Common Clash Points

Personal/ Lifestyle Characteristics	Traditionals (1922–1945)	Baby Boomers (1946–1964)	Generation Xers (1965–1979)	Millennials (1980–2001)
Work Ethic & Values	Hard Work Respect Authority Sacrifice Duty before fun Adhere to rules	Workaholics Crusading causes Personal fulfillment Desire quality Question authority	Eliminate the task Self-reliance Want structure & direction Skeptical	What's next? Multitasking Tenacity Entrepreneurial Tolerant Goal oriented
Work & Fam Life	Separate	Work to live	Work-life balance	Work-life balance
Leadership Style	Directive Military	Consensual Collegial	Equality Challenge others Ask why	TBD
Feedback & Rewards	No news is good news; satisfaction in a job well done	Don't appreciate it; want $$, title	Need feedback Want freedom	Continuous feedback Meaningful work

Communication Tips

Traditionals (1922-1945)

Communicate using traditional values
Let them know you value their experiences
Pronounce words clearly
Direct eye contact
Say please & thank you
Be patient when training
Stress the long haul
Recognize with a personal touch

Boomers (1946-1964)

Challenge them to create change
They like to know they can make a difference
Get to know them
Publicly recognize
Coach rather than direct them
Help them contribute to the greater good
Respect their experience

Communication Tips

Generation X (1965-1979)
WLB is important
Freedom/independence are motivating factors
Believe in a meritocracy
Like to know “why”
Embrace change
Enjoy fun & excitement
Seek independent training
Seek mentors

Millennials (1980-2001) need:
Help with difficult customers
Structure & supervision
A clear picture of what is acceptable & what is not
Frequent rewards & recognition
Understanding of their goals
FUN

Role Play, Your Turn!

Scenario 2

The players: A Baby Boomers manager & a Millennial individual contributor

The situation: At a routine 1:1, the millennial, who has been working for about a year is updating the manager on work progress. The millennial tells the Baby Boomer that he/she is not receiving enough visibility to senior management.

The outcome: The Baby Boomer manager is taken aback by this statement due to the lack of experience of the Millennial.

Food for thought:

Why was the Boomer perplexed? What insights could be leveraged to facilitate a successful conversation?

Scenario 3

The players: A Traditionals manager & a Gen X individual contributor

The situation: At annual appraisal time, the manager from the Traditional generation gives out a nice bonus to the Gen Xer for a project well done.

The outcome: The Gen X employee says, “Why didn’t I get this six months ago, when the project was completed?”

Food for thought:

Why was the Gen Xer perplexed? What techniques could be employed to tailor a reward strategy to individuals from each of the four generations?

How an employer can bridge the generations

- Collaborative team environment
- Mentoring programs
  - Interns, Professional Development Programs
  - Corporate mentoring program
- Leisure groups
  - Affinity networks
  - Sports & activities leagues
- Flexible work/life balance solutions
- Multiple career opportunities
- Exciting & innovative businesses

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Women Engineers

"Any recommendations other than all these people on Facebook?"

Social Media:

@ your potential employer & on the Net

What is the company's policy?

Abbott
A Promise for Life

Careful Communication

Exit

THE DANGERS

Social Media

When you are using social media tools, make sure you consider how the medium works and understand that once something is published, it cannot easily be removed. What you write could potentially end up in the public eye for a long time.

Think about your audience, which could include employees, customers, partners, and competitors. Be sure to understand the audience's perspective, which may require a global perspective. Recognize that there are no boundaries online, and maintain diversity (geographic, racial, functional, etc.).

Don't use ethnic slurs, personal insults, etc., and show consideration for others' privacy regarding topics that could be objectionable or inflammatory—such as politics and religion. Do not pick fights, and do correct mistakes.

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Abbott - Corporate Public Affairs

Document ID: PA-002
Document Type: Policy
Title: External Communications Policy

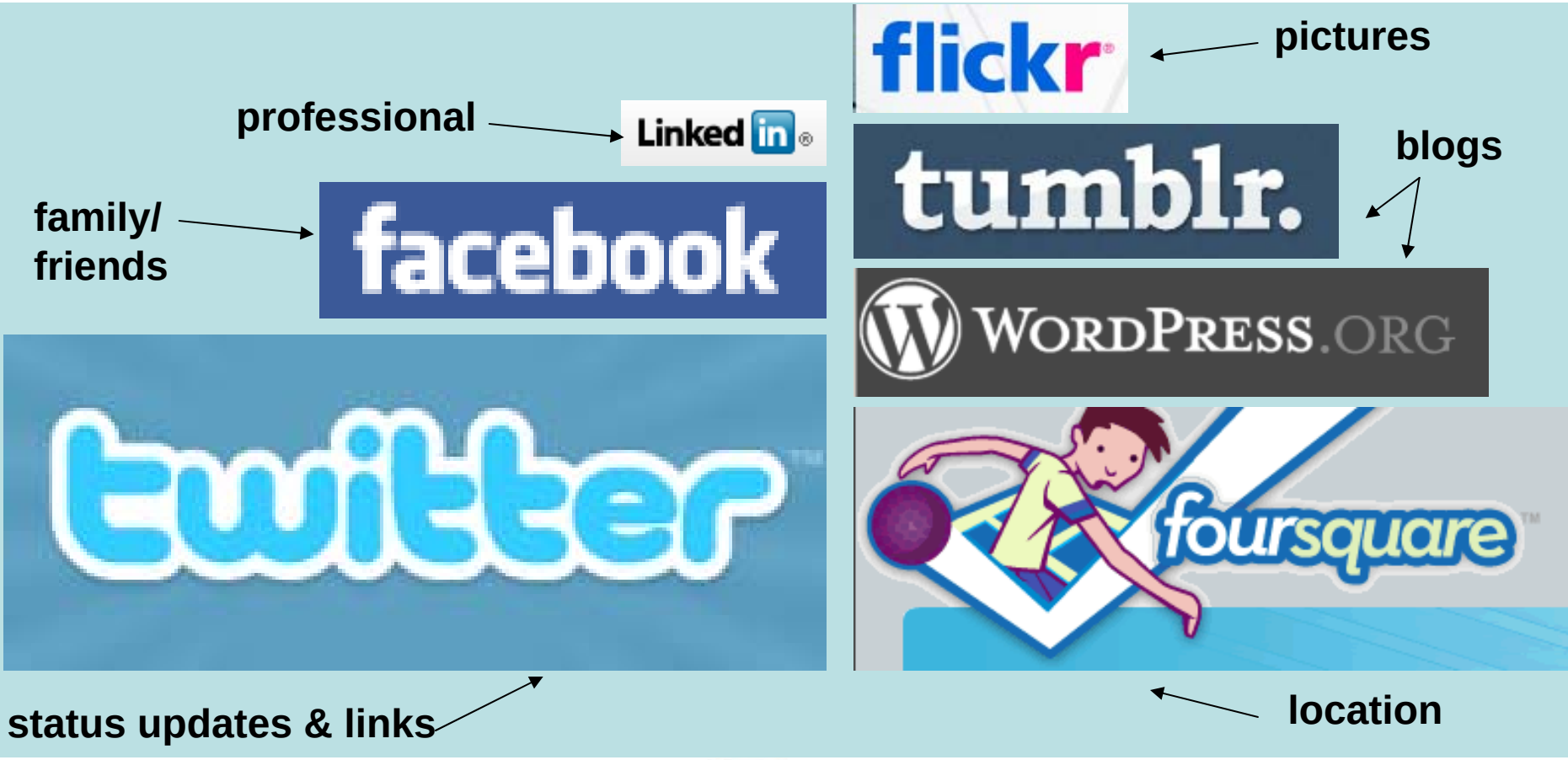
Effective By Date: 31-Dec-2009
Approved Date: 01-Dec-2009

VII. Blogs (See Corporate Public Affairs Glossary) and other electronic tools are increasingly being used as communication vehicles. Use of Blogs has the potential to impact the company's reputation. Participation on Blogs is governed by the terms of the Employee Agreement, as well as the Code of Business Conduct, which require that employees protect the secrecy and confidentiality of Abbott's Confidential Information. Employees are personally responsible for views expressed on Blogs and must adhere to copyright and other laws. For additional information, refer to existing Abbott policies governing Confidential Information (Corporate Policy 30-1, *Request for Release of Confidential Information*) and the use of Abbott's electronic assets (HR Policy C-118, *Electronic Media Use*, I1-01, Electronic Messages).

END OF DOCUMENT

Each employee is responsible for what he/she posts to any type of social networking site. Abbott is careful to remind that "once something is published, it cannot be easily removed"

Social Networks
What are they used for?



Professional Networking

The Ladders®

monster
Your calling is calling™

spoke
It's who you know.

vault® career intelligence

careerbuilder.com™

References

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2. Leish, Becca Brett; “Limited Interaction Among Generations in the Workplace Identified as Key Indicator of Coming Skilled Worker Crisis”, http://www.us.randstad.com/about/WoW_Generation_PR.doc
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Questions?