



Generational Diversity



The FutureWork Institute

Descriptions of Three Options for Generational Sessions

- 1. Uncommon Threads: Managing Four Generations at Work**
 - **Keynote Presentation for Large Group**

- 2. Generational Leadership: Managing Four Generations at Work**
 - **For Managers**

- 3. I'm ok, r u ok? Understanding Generational Diversity**
 - **For Employees**

Uncommon Threads: Managing Four Generations at Work Keynote Description

- Start with a game...move to a generational quiz..laugh at some clever generational commercials and film clips and take a live journey out on to Second Life to see how you will learn in the future. Meet the newest generation coming into the workforce and explore what work will be like over the next 10 years as the Matures stay at work on flexible schedules, the Boomers “rewire” and the Xers and Millennials make their imprint on work values, work/life, career preferences and management style.
- This interactive presentation is based on The FutureWork Institute’s recent research on the future workplace and four generations at work in North America, Europe and Asia. Focus groups and surveys were conducted which helped us establish some “demo-trends” that cross generations in many countries: the new elderly, the re-wired boomers, the global nomads and the net-gens. The results will entertain you while also leaving you with ideas on how to manage and motivate each generational group. Unlike many PowerPoint presentations, it will be highly Visual, use a Variety of approaches, incorporate Videos and even Virtual Reality.
- As we journey to the year 2023, we will experience economic, cultural, social and technology shifts that we have never before imagined. Pervasive computing will become the new buzzword as technology drives the pace of change and the amount of change in one day is equal to what our grandparents experienced in one year. A contracting economy, the drive toward sustainability, the flattened world and a workplace of “digital natives” will cause us to use teleporting, telepresence and virtual reality to communicate, collaborate and learn together. We will leave the presentation asking ourselves if we are prepared for a world in which we can enhance our brain power by inserting chips or changing our skin color.
- Join Margaret Regan, President & CEO of The FutureWork Institute, Inc. as she transports you to the future and explores the different values of four generations, and what managers can do to create a corporate culture that can attract a generation who “lease” their talents to the organization, while they seek to retain a generation who grew up with loyalty and now seek a different contract.
- As a member of the World Future Society, Margaret is an internationally-known keynote speaker and consultant on the future workplace and marketplace and is often asked to bring to her consulting assignments a perspective on the 21st century and its implications for workforce change management. As a consultant, she has worked with human resource practices in Japan, keynoted conferences in Asia, worked in Paris on French-American mergers, educated executive teams on cross-cultural differences, conducted women’s studies in Germany, France, the UK and the US. She has led Institute projects which conducted employee research and focus groups in Hong Kong, Bangalore, Tokyo, Mexico, Chile, Frankfurt, London, Amsterdam, Paris and other major cities.
- She has appeared on NBC-TV’s Today Show, CBS This Morning, NBC Nightly News, and CNN, to comment on emerging workforce trends. She has been frequently quoted in *Fortune*, *The Wall Street Journal*, *The Washington Post* and the *South China Morning Post*. Currently, she is featured on Close-Up TV as the CEO of “one of the most innovative businesses in the U.S.,” in the *Diversity Journal* as a pioneer of the profession, in *CNN/Money Magazine* as the expert on future workplace trends and in a special feature in *Business Week* on FutureWork’s creative approach to “my-job my-way, “my-business our-way” and “my-perks my-way.” In 2008, she was awarded the Promise of Diversity Innovation Award by the American Institute for Managing Diversity for these innovative approaches to work and for her ground-breaking work on diversity education in the virtual world..
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Generational Leadership: Overview of Session

- The session “Generational Leadership” by The FutureWork Institute, Inc. is a highly interactive session focused on managing across generational differences. It is based on FutureWork’s extensive global research on the four generations at work--each with unique generational markers and legacies that inform their value systems and behaviors. By becoming adept at managing generational diversity, participants can play a key role in the development of a more flexible work environment that is inclusive of each generation and will secure the best talent.
- The session helps participants to:

 - Identify global economic and cultural shifts
 - Understand the impact of technology on an increasingly mobile workforce
 - Create awareness of generational trends
 - Build skills to identify generational issues and practice how to manage generational differences
- The session looks specifically at each of the four generations in the workplace: Veterans/Traditionalists (born before 1945); Baby Boomers (born 1946-1964); Gen Xers (born 1965-1979); Millennials/GenY (born 1980-2000). It highlights the research on how they view all aspects of work – leadership, work structure, feedback, and work/life flexibility. Participants gain a deep understanding of each generational profile, and check their own attitudes around how they perceive these behaviors. They also discuss strategies to deal with situations that come up within their team.
- Facilitators use a variety of media and activities including short quizzes, humorous generational commercials/movie clips, a journey into the virtual world and relevant case studies. Using our “Four Ls” model, participants practice and discuss generational strategies:

 - Look** inward first and understand their own generational lens
 - Listen** to the other person’s key issues, emotions and generational worldview
 - Use **language** that is neutral and non judgmental and will allow the other person to hear your point of view
 - Identify the **leadership style** that will best address the issue
- “Generational Leadership” will not only change how participants view themselves and their colleagues from other generations, but how they handle generational conflicts in their personal lives as well.

Generational Leadership: Managing Four Generations at Work

Description of the Session

- In introducing themselves, participants identify their generation and offer a word or phrase that describes their generation. They also add a comment on one thing they do not understand about another generation.
- Then, in large groups, they engage in a Human Barometer exercise focused on whether they agree, disagree or don't know regarding statements read by facilitators.
- This is followed by a presentation with video clips of each generation and a discussion on what current research says about generational differences.
- Participants learn about the different values of Generation X and Y, the newest generations at work, and what leaders can do to create a corporate culture that can attract and retain a generation who “lease” their talents to the organization.
- They then engage in a lively debate around the different perspectives of Millennials, Generation Xers, Baby Boomers and Veterans. Topics include work values, work/life balance issues, corporate nomads, politics at work, free agents, devaluing of age and experience, career expectations and stereotypes faced by each generation in the workplace.
- Participants are asked to enter into the debate by questioning the representatives of each generational group. This is followed by a series of generational dialogues and case studies that reflect the issues playing out at work today.
- A “Four L’s” process for responding to generational differences is presented for the group to use in the session and after the session
- A series of dialogues are developed which are played out by the facilitators or the participants. The group uses the “Four L’s” to coach the players in the dialogue
- Case studies are developed from actual company experiences with generational differences and solutions are developed by the group
 - Tips for Managing Generational Differences are applied to the case studies
- The session closes with a discussion on how leaders can best manage generational differences at work.

“I’m OK, r u OK?”

Understanding Generational Diversity

Overview of Session

- Participants meet the newest generation coming into the workforce and dialogue about what work will be like over the next 10 years as we face a labor shortage and the Matures stay at work on flexible schedules, the Boomers “rewire” and the Xers and Millennials make their imprint on work values, work/life, career preferences and management style.
- This interactive presentation is based on The FutureWork Institute’s research on the future workplace and four generations at work, which helped us establish some “demo-trends”-- the new elderly, the re-wired boomers, the global nomads and the net-gens.
- Participants leave with ideas on how to work with and motivate each generational group and how to weave these different generational threads together and create a more inclusive, dynamic and innovative workplace.

Description of Session

- The session opens with Generational Bingo, an interactive exercise that gets participants into the spirit of the session.
- Participants are then divided into four groups, and in the four corners of the room, create a picture of their assigned generation covering attitudes, values and work preferences
- An interactive presentation discusses what research says about each of the generations, and includes:
 - Short video clips from movies or commercials, which illustrate the characteristics of each generation
 - An exercise which asks the group to respond to short situations that test whether they would respond by being annoyed, mystified or understanding
- A “Four L’s” process for responding to generational differences is presented for the group to use in the session and after the session.
- A series of dialogues are developed which are played out by the facilitators or the participants. The group uses the “Four L’s” to coach the players in the dialogue.