



Maximizing the Power of Generational Diversity

**Contra Costa County
Leadership Academy**

**Session #4
January 16, 2025**

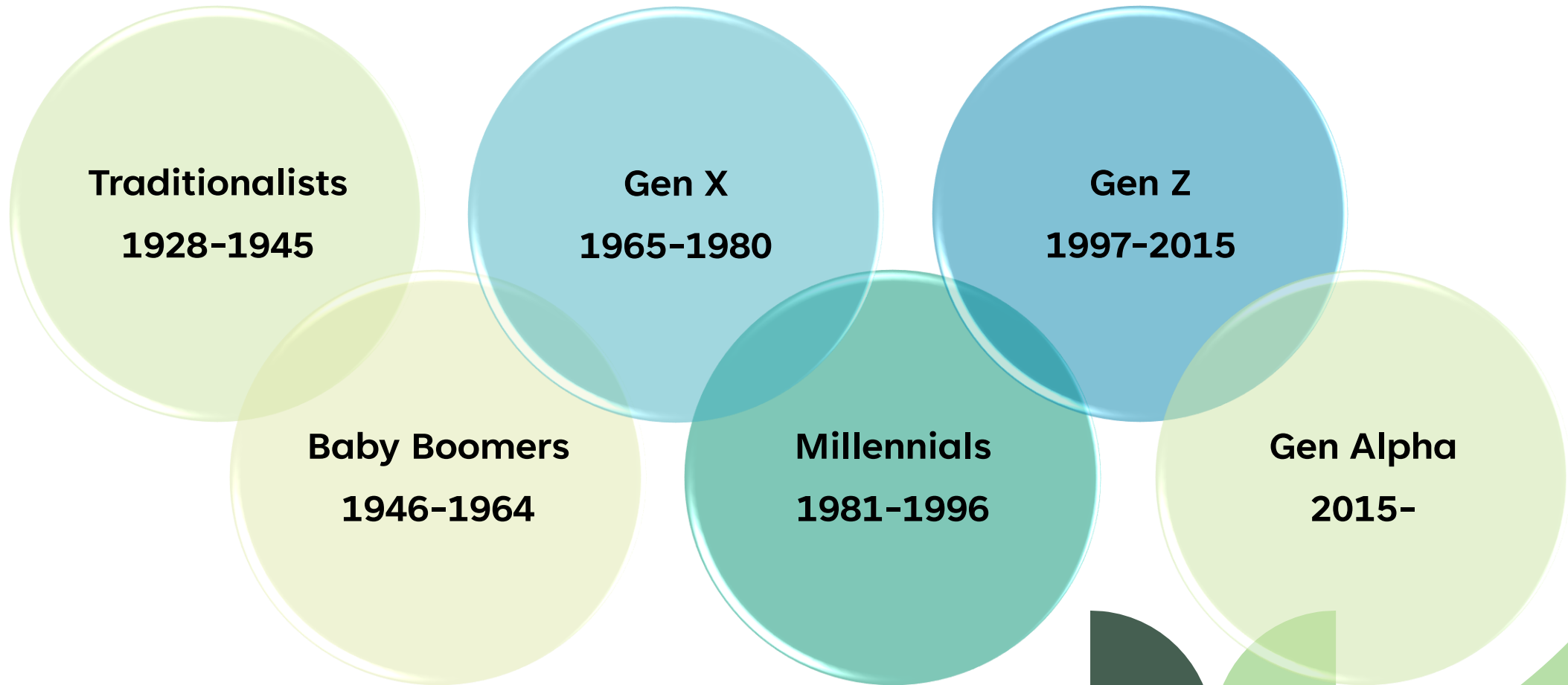
Why Talk About Generations?



What Defines A “Generation?”



How Many Generations In Your Workplace/Team?



Generational Defining Moments

Traditionalist:

- ❖ WW II
- ❖ Birth of rock & roll
- ❖ Pearl Harbor
- ❖ Atomic bomb

Baby Boomer:

- ❖ Woodstock
- ❖ Vietnam War
- ❖ Watergate
- ❖ Housing and infrastructure boom
- ❖ Assassinations of President Kennedy, Bobby Kennedy, Martin Luther King Jr. & Malcom X
- ❖ Civil rights movement

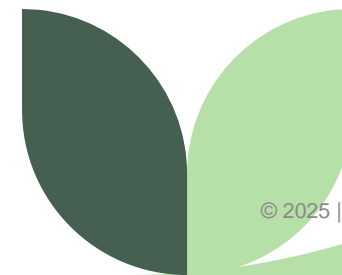
Generational Defining Moments

Gen X:

- ❖ “Latch-key kids”
- ❖ End of the cold war
- ❖ Fall of Berlin Wall
- ❖ MTV
- ❖ End of apartheid in South Africa
- ❖ Dawn of computer age
- ❖ Challenger disaster
- ❖ Desert Storm

Millennial:

- ❖ Great recession
- ❖ 9/11
- ❖ Social media & internet expansion
- ❖ Smart phones
- ❖ Hurricane Katrina



Generational Defining Moments

Gen Z:

- ❖ Digital age
- ❖ COVID-19 pandemic
- ❖ Little to no memory of a world without smartphones and social media
- ❖ Mass shootings
- ❖ Highly skilled in technology

Gen Alpha:

- ❖ Too young to tell yet...



Viewing Generations As Cultures

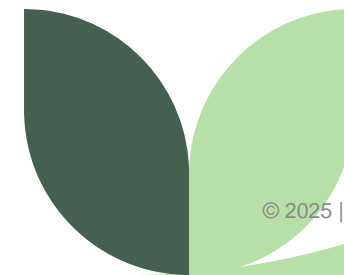
- ❖ Differences in values and norms based on generational experiences
 - ❖ Employer loyalty
 - ❖ Work/life balance
 - ❖ Rewards & incentives
 - ❖ Technology
- ❖ Enriches our agencies with a wealth of experiences, viewpoints and skills
- ❖ Presents challenges to traditional management/leadership practices



Fact or Fiction?

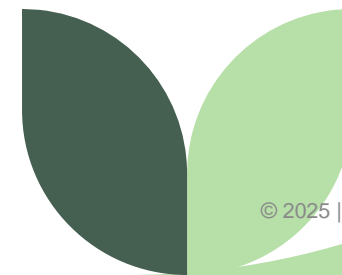
In your assigned groups, discuss & scribe:

- ❖ 3 assumptions/biases we might have about that generation – and what's a potential alternative view / perspective
- ❖ 3 strengths / assets that generation brings to the team



Maximize Generational Diversity

- ❖ Identify our assumptions & biases
- ❖ Adjust our lens & perspective
- ❖ Use differences as opportunities AND embrace commonalities
- ❖ Develop mutual learning opportunities and learning culture
- ❖ Acknowledge our interdependency
- ❖ Focus on using purpose as the great unifier



“We need to remember across generations that there is as much to learn as there is to teach.”

- Gloria Steinem

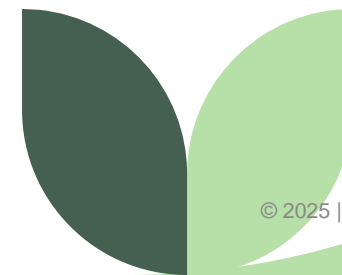
Resources

- ❖ Gerhardt, Megan W., Nachemson-Ekwall, Josephine, and Fogel, Brandon. *Harnessing the Power of Age Diversity*. Harvard Business Review. March 8, 2022. Retrieved from: <https://hbr.org/2022/03/harnessing-the-power-of-age-diversity>
- ❖ Indeed Editorial Team. *6 Generations in the Workplace: Their values and differences*. July 31, 2024. Retrieved from: <https://au.indeed.com/lead/6-generations-in-the-workplace-their-values-and-differences>
- ❖ Morel, David. *How To Navigate a 6-Generation Workforce*. Forbes. July 1, 2024. Retrieved from: <https://www.forbes.com/sites/davidmorel/2024/07/01/how-to-navigate-a-six-generation-workforce/>



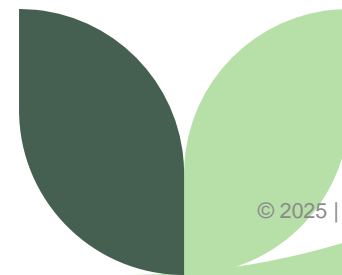
**One thing I learned or
one insight I had from
today is...**

**How I will use that
insight going forward
is...**



Preparing for February 13

- ❖ Topics include *Leadership strengths/talents & core values*
- ❖ Take book and workbook today & bring back next month
- ❖ Follow instructions in my email to take the Gallup Top 5 Leadership Strengths online assessment
- ❖ Read report & highlight what resonates & bring back next month
- ❖ Possible 15 minutes of values pre-work (TBD)
- ❖ Team practice presentations for teams 3 and 4

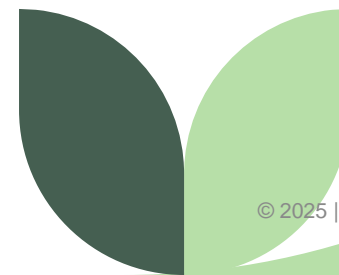


Thank you for today



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Team Project Lab

