Understanding Generational Differences
Build Relationships Better by Understanding Generational Diversity

Barb Larsen, Presenter

**Four Generation Workforce**
- **Traditionalists (Veterans, Mature)**
- **Baby Boomers**
- **Gen X’ers (Baby Busters)**
- **Millennial (Generation Y’s/Nexters)**

**Why Do Generations Differ?**
- Child rearing practices shape expectations, self-efficacies, values
- Advances in health and technology provide new opportunities, challenges
- Historical events/crises shape each generation in different ways
- Marketing – shifted; targeted and personalized “You are special” (thanks Mr. Rogers!)

**Exercise: Group by Similar Generations**
- What might be some ways to bring the generations together at your workplace? (Solutions)
- Do you ever experience gaps with your own generation?
- What do you most wish the other generations could understand about your generation?

**Action Research**
- Generational Differences presentation began as research project
- $1500 grant in 2006
- Research, develop, instruct and evaluate “Understanding Generational Differences” in education
- Delivered to faculty, staff, students
- Delivered to business, healthcare, nonprofit, & education