WORKING ACROSS GENERATIONAL & CULTURE DIFFERENCES

Monica Diaz – ESC Region 15
Deborah Rivera – ESC Region 4

The Digital Divide.....

Think about your fellow co-workers, your students, OSY, recruiters…anyone have a really different outlook on their job? How we serve our population? Core values seem to be different from yours? Priorities seem out of wack? Do you get a little frustrated by all this?

Could it be a generational or culture difference?

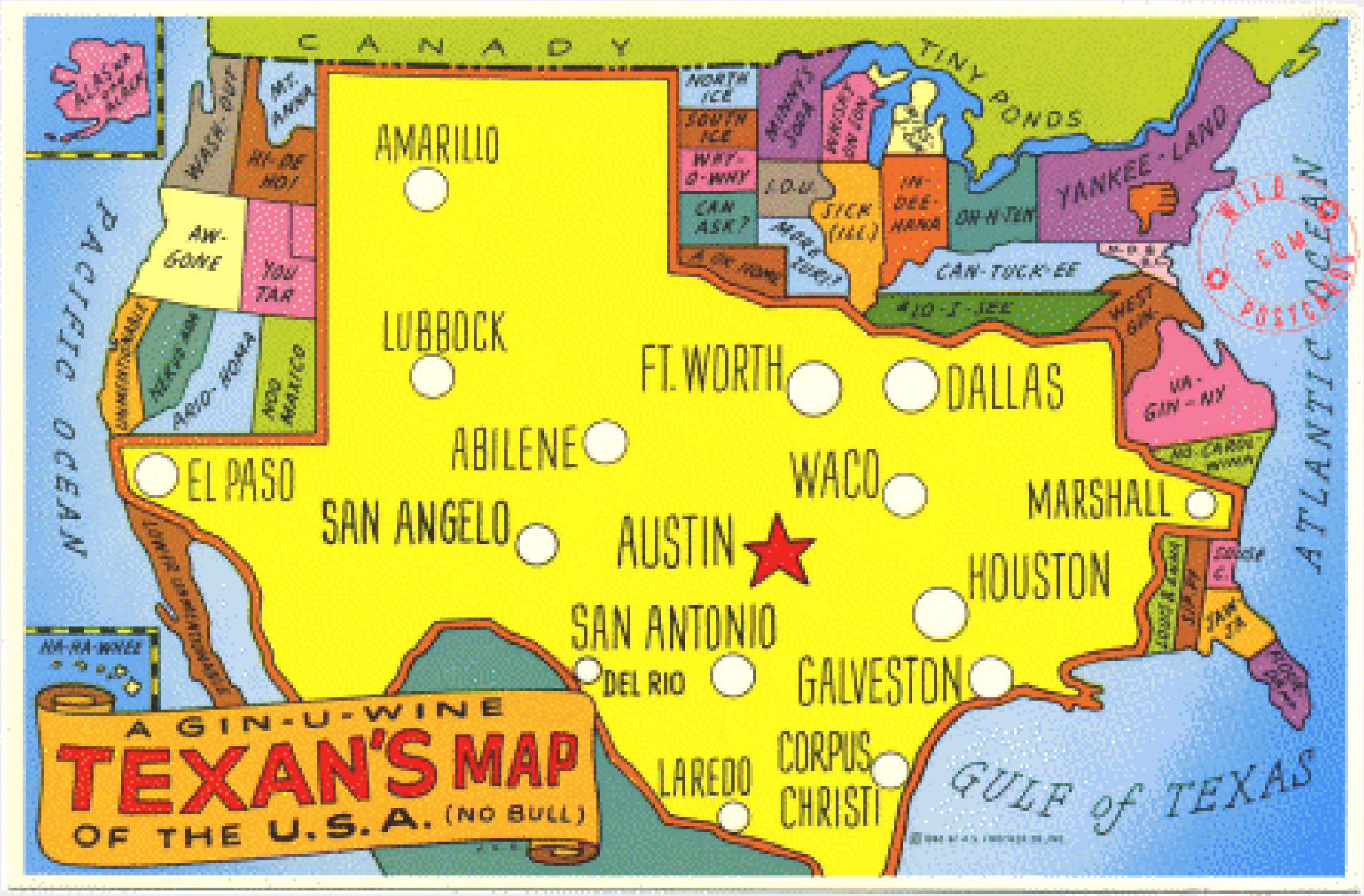
Generation Quiz

- This men’s hair care product came in a tube and 'a little dab’ll do ya.
- When you are chatting online what does 'ROTFL' mean?
- He was the lead actor in the 1949 war film 'Sands of Iwo Jima'
- 'Pokemon' is short for…
- In 1952 this Hollywood star married baseball great Joe DiMaggio.
- Which female singer took home 5 Grammy awards in 2004?
- You’ll wonder where the yellow went when you brush your teeth with…
- What professional wrestler frequently asked if you could smell what he 'was cooking?'
- Who was President from 1953-1961?
- What is the name of Bart Simpson’s Christian next-door neighbor?
- This NFL Quarterback was the league’s MVP in 1957, 1959 and 1964
- If you asked me if I liked a song and I said 'Fo Shizzle,' did I like the song or not?
- In an episode of 'I Love Lucy,' Lucy gets a job trying to sell a tonic that had healthy amounts of vitamins, meat and vegetables (also 23% alcohol). What was the name of the tonic?
- What is the first and last name of Sponge Bob’s thrill-seeking Squirrel Pal?
- What kind of car did Ferris borrow from Cameron's father in 'Ferris Bueller's Day Off?'
- Name the Christian metal hair band known as the 'Yellow and Black Attack'

Culture Quiz

Culture Map

Greetings From
Texas
The Lone Star State
AMARILLO
LUBBOCK
ABILENE
WICHITA FALLS
DALLAS
FT. WORTH
WACO
EL PASO
SAN ANGELO
AUSTIN
HOUSTON
SAN ANTONIO
GALVESTON
CORPUS CHRISTI
LAREDO
BROWNSVILLE
MEXICO
GULF OF MEXICO

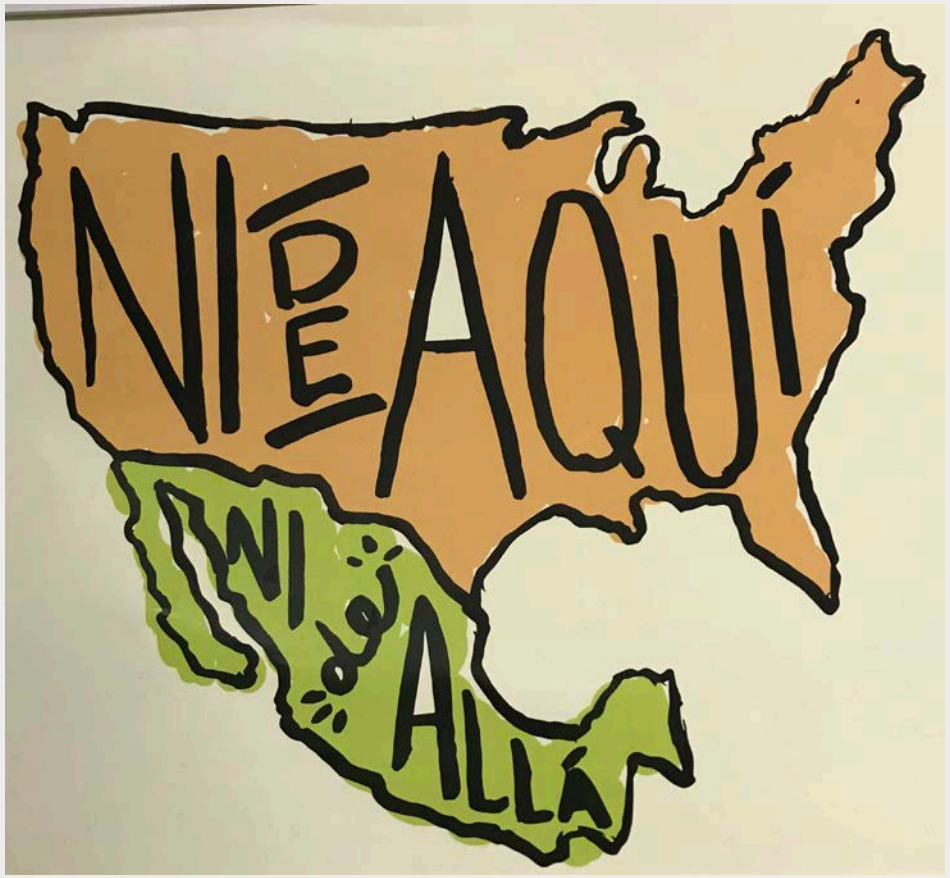

CANADY
TINY PONDS
YANKEE-LAND
PACIFIC OCEAN
ATLANTIC OCEAN
GULF of TEXAS
AMARILLO
LUBBOCK
FT. WORTH
DALLAS
ABILENE
EL PASO
WACO
MARSHALL
SAN ANGELO
AUSTIN
HOUSTON
SAN ANTONIO
DEL RIO
GALVESTON
CORPUS CHRISTI
LAREDO
NORTH ICE
SOUTH ICE
WHY-O-WHY
CAN ASK?
I.O.U.
SICK (ILL.)
IN-DEE-HANA
OH-HI-TEN
CAN-TUCK-EE
WEST GIN
VA-GIN-NY
WASH-OUT
MT. ANNA
HI-DE HO!
AW-GONE
YOU TAR
ARIO-HOMA
NOO MAXICO
HA-HA-WHEE
A GIN-U-WINE
TEXAN'S MAP
OF THE U.S.A. (NO BULL)

First-Generation Culture

- Learning a new language and culture

Second Generation Culture

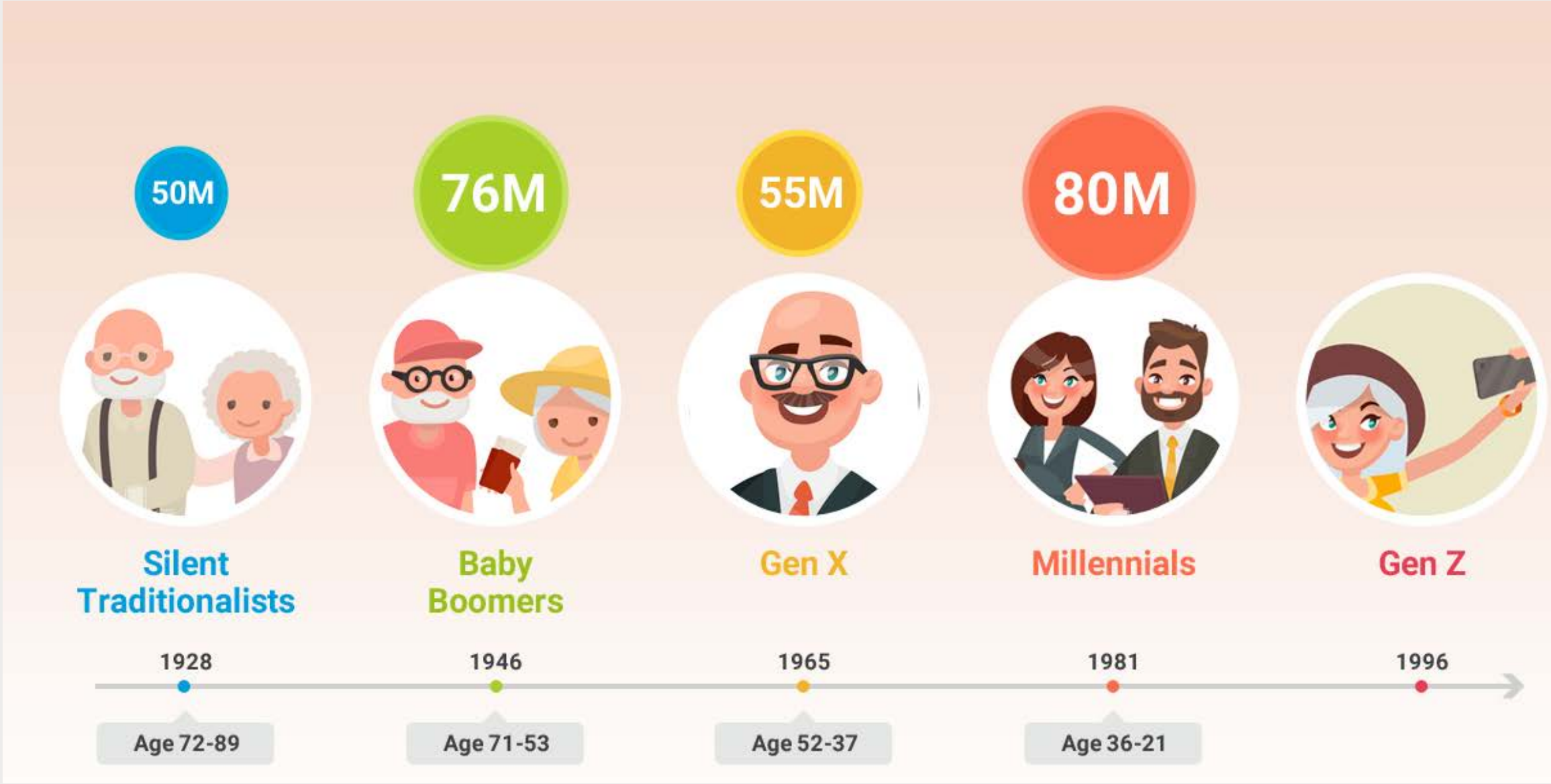
- The children who are born in the country of destination of immigrant parents
- Fluent in English and parents' native language at home
- Interpreter for their first-generation parents
- Closely identify with their parents nationality but they occupy a place between two worlds



Third Generation Culture

- Children of second-generation parents and the grandparents of immigrants
- Language of grandparents will start to fade (disappear in the Fourth Generation)
- They express a renewed interest in the culture and traditions of their grandparents

Who Are Those Generations



Greatest Generation 1927-1945

- Raised by the GI Generation (civic)
- Large families (3-5 children)
- Strong sense of extended family
- Grandparents in the home
- Rural society
- Apprenticeship businesses and farming
- Perception of the world as “safe”
- Average 10yr old spent 4-6 hours daily with a significant adult role model

Greatest Generation Influencers

- World War II
- The start of the Cold War
- Sub-Urbanization
- Korean War
- Elvis Presley
- Women’s Liberation

Culture of this Age Group

- Loyal to employer (company man) and expect the same in return
- Believe they should be rewarded for tenure
- Work ethic = efficiency and hard work
- Stable, thorough and detail oriented
- Don’t buck the system but work within it
- Uncomfortable with conflict and disagreements
- Not change oriented

Baby boomers 1946-1964

- Divorce reached a low in 1960 of 9%
- First generation to live miles from extended family
- Family size smaller (2-3 children)
- Few grandparents in the home
- Moms stayed home, dads carpooled
- Children spent significant time with adult role models
- Perception of the world as “safe”
- Families moved due to GI Bill, GI housing and industrialization

Baby Boomers Influencers

- The Cold War
- The rise of Television
- Kennedy and MLK Assassinations
- Civil Rights Movement
- The Beatles
- The Vietnam War
- First Apollo moon landing
- Woodstock

Learning/school experiences

- Overwhelmed the school system, large class sizes
- Ability grouped (red birds and blue birds)
- Question authority but respect position
- See life as an adventure (and school)
- Emphasis on team work (cohort education)
- Need silence to concentrate
- Were told “you are lucky to be here, others are standing in line to get in.”
- Want to feel valued
- No special ed students in school but honors courses in a few subjects
- Rarely tested and not for school performance (PSAT, SAT)

Culture of a Boomer

- Always share personal experience – “what has happened to me is relevant to you”
- Value stability and respect
- Like to see their successes
- Tend to “workaholism” and have difficulty balancing their lives, working 40 hours is “slack.”
- Are competitive
- See themselves as the standard of comparison
- Appreciate technology because of how easy it makes their work – still fear they might “break it” and may have a “back-up plan”
- Have a reputation for never wanting to retire

Generation X (1965-1980)

- Divorce reached an all-time high
- Single-parent families became the norm
- Latch-key kids were a major issue of the time
- Children not as valued – looked at as a hardship
- Families spread out (miles apart)
- Family size = 1.7 children (many only-children)
- Perception of the world as “unsafe”
- Average 10 year old spent 14 ½ minutes a day with a significant adult role model

Generation X Influencers

- Watergate
- The 1970s oil shocks
- The Iran hostage crisis
- Rising divorce rates
- The PC revolution
- AIDs
- Grunge Music

Learning/school experiences

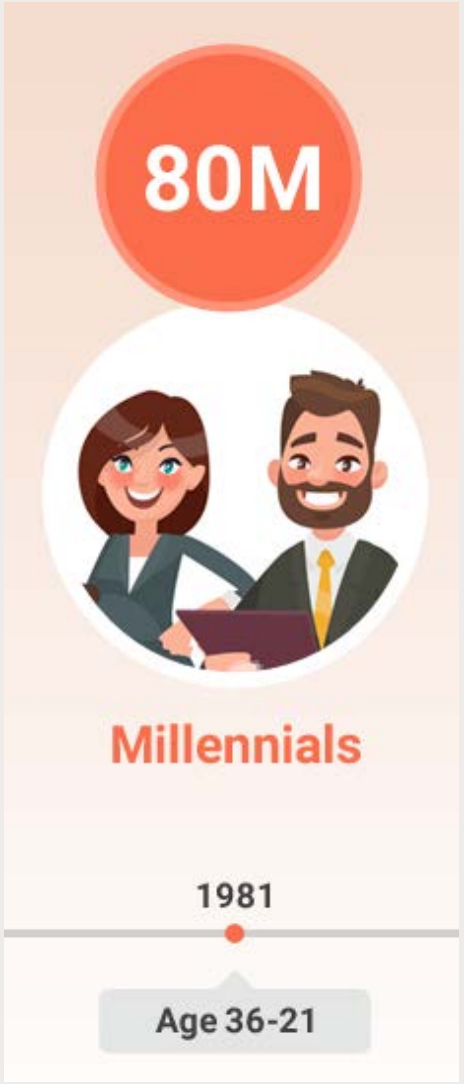
- Learned to rely on self (don't like group work)
- Distrust authority
- Seek challenging environment (career education emphasis)
- Want feedback on progress
- Want to do things their way – like no rules and freedom on assignments
- Had special ed classrooms in school but separated
- Had honors programs
- Funding cut to education
- Testing "mania" began with them
- First daycare centers arose with them
- Many latch-key kids

Culture of the Gen Xers

- Cynical and pessimistic
- Want work-life balance
- Think globally and seek independence
- Like technology and want an informal work environment
- Don’t want the boomers’ work ethic
- Communication is important and talk to adults as friends/peers (not impressed with authority)
- Believe reward should be based on productivity not hours worked
- Want control of self, time and future
- Loyalty to people not a company
- Impatient with poorer people skills

Millennials (1981-2006)

- The Millennials have become larger than the baby boomers.
- The Millennials, a cohort called by various names:
  - *Echo Boom*
  - *GenerationY*
  - *Millennials*
  - *Net Generation*



Millennials Influencers

- The fall of the Berlin Wall
- The birth of the Web
- The dotcom boom and bust
- 9/11
- Growth in social media
- Rebirth of pop culture

39% of millennials report interacting with their smartphones more than with any person during an average day.

What we know about millennials culture

- Born to older parents and raised in smaller families (lots of only children) – many have never shared a room
- Been plugged in since they were babies
- Expect technology to be free
- Think it is cool to be smart
- Have had cell phones since they were children
- Expect to have 4 or more jobs in their lifetime
- Are as interested in where they live as what they do – so cities are working to attract them
- Use internet for convince and low cost of goods purchased (Amazon, Uber, Airbnb)

Learning/school experiences

- No “grunt work” - must do “meaningful work”, participate in decisions
- Motivated by working with bright, motivated and moral people
- Student makes judgments about truth and believability of what is taught
- Classroom mainstreamed – multiple levels based on ability and interest
- Constantly tested and compared to peers (learned to take tests so now of little use for college admissions)
- Feel pressure for high achievement
- Try it their way – always looking for better, faster way of doing things
- Prefer graphics before text, reading of excerpts
- Like small and fast processing technology – best when networked
- Want instant gratification and frequent rewards (spot)

Gen Zers (1995-2009)

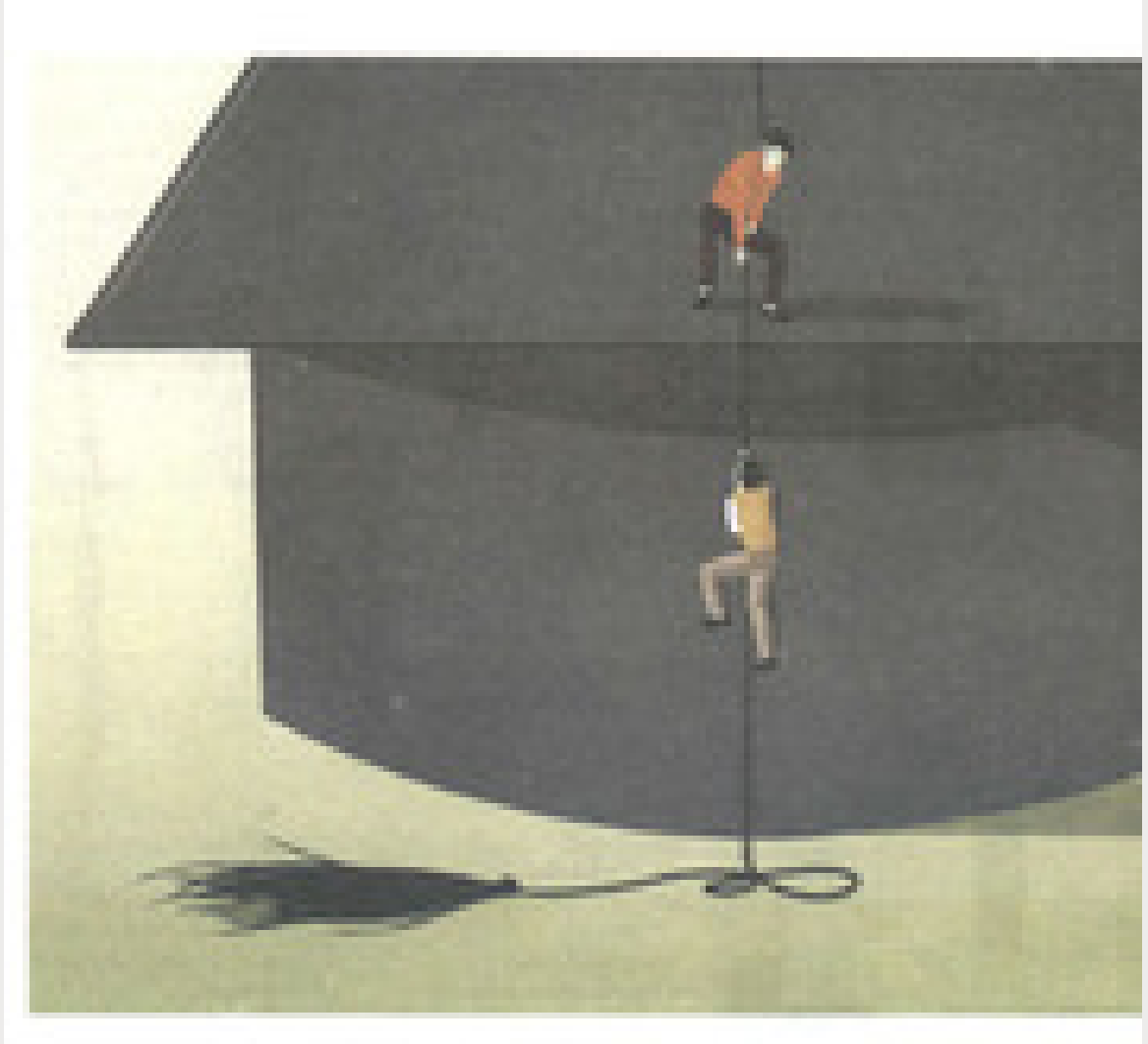
- They are web and tech savvy
- Brand conscious
- Community minded
- Pro-multi-culturalism
- Pro-equality
- Their learning base style is: pocket mobile internet

Gen Zers Influencers

- Explosion in social media
- War on Terror
- Growth in Mobile Technology
- Bush Administration/Obama Election
- Reality TV

What Will It Take for All Generations from different Cultures to Work Well Together

- A new understanding of what students and families need from their jobs/school, bosses and workplace experience
- A new understanding of loyalty and how to develop it (not through pay, promotions and benefits)
- A new definition of self – young students define themselves by what they do outside the job, not what they do for a living
- New behavior from leaders who realize younger students or workers enter the workforce seeking self-fulfillment and aren't interested in "paying their dues" for an unspecified amount of time for a vague reward
- Because young people are doing everything later – staying in school, living at home, getting married, having kids – this impacts their commitment to work

The times they are a changing…

- A look at four generations in the workplace.