



# Across The Great

## Divide

How to make the  
generations work together



@ShannonLMcKain







@ShannonLMcKain



shannonmckain.com





# Tom




":-)"

Male  
30 years old  
Santa Monica,  
CALIFORNIA  
United States

Last Login:  
8/27/2006

View My: [Pics](#) | [Videos](#)

## Contacting Tom

 [Send Message](#) [Forward to Friend](#) [Add to Friends](#) [Add to Favorites](#) [Instant Message](#) [Block User](#) [Add to Group](#) [Rank User](#)

## Tom is in y

## Tom's Latest Blog Entry

private profiles ([view more](#))

Top 8, 16, 20, 24 friends :)

MySpace Concert & Parties

In Stores Today - MySpace

MySpace Records - in store

[\[View All Blog Entries\]](#)

## Tom's Blurbs

### About me:

I'm here to help you with M  
confused by anything. [Befo](#)





@ShannonLMcKain



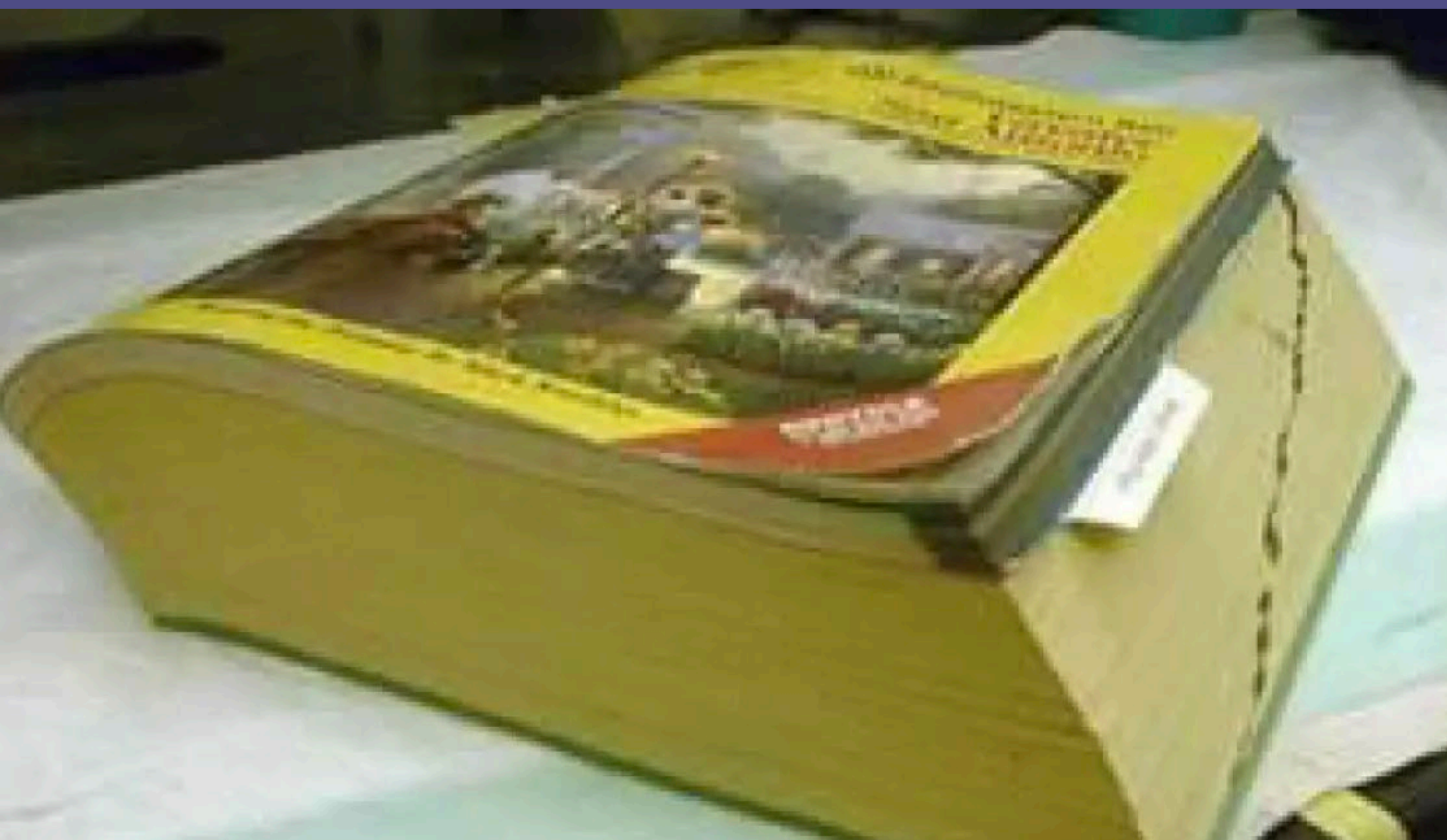
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Vine





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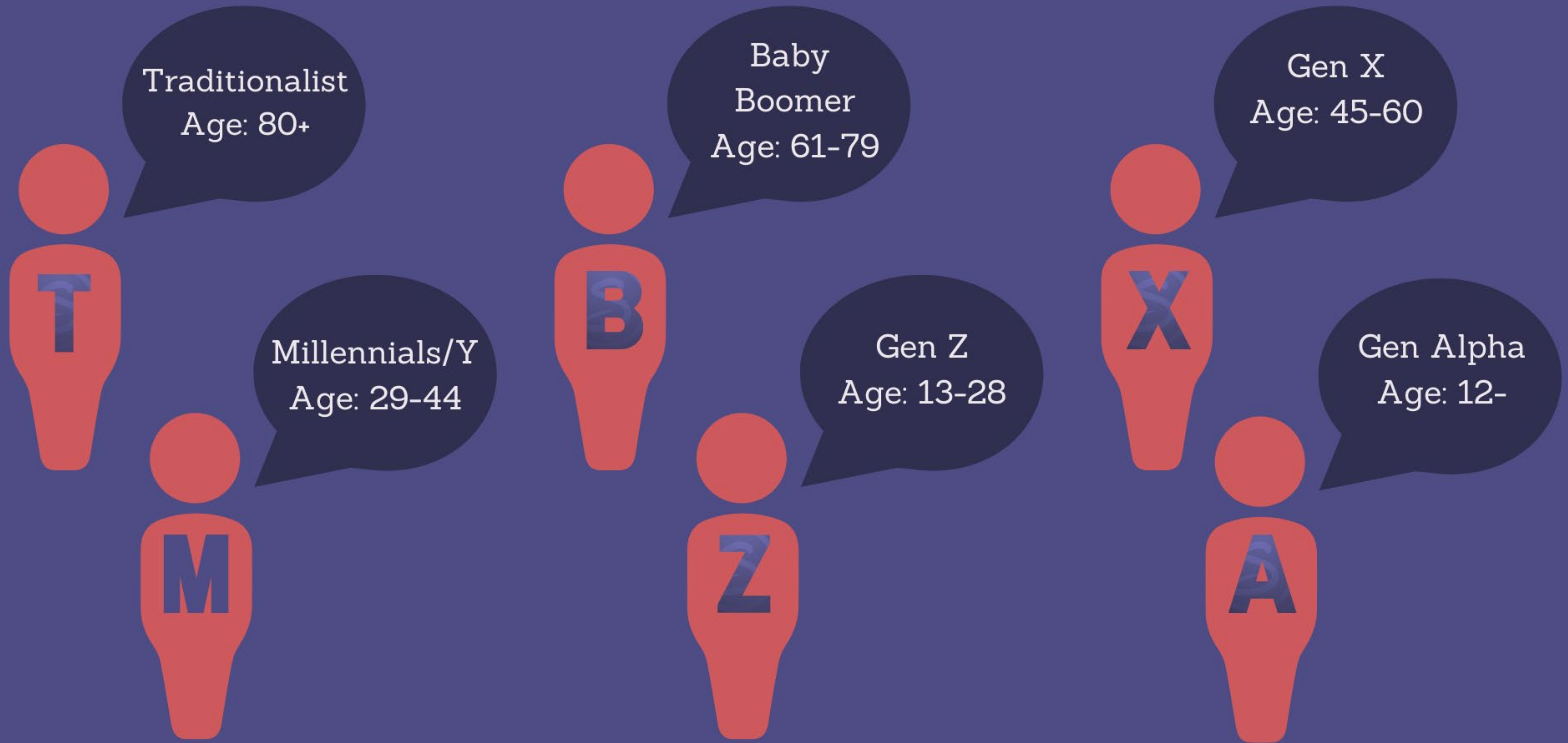
*“Human nature is constant. Circumstances and technology may change, but humans remain committed to the same motivations and behaviors since the dawn of time.”*

– Scott Monty



# WHO ARE THE GENERATIONS







TRADITIONALISTS





## Traditionalist: 1925-1945 (age: 80+)

Warren Buffet (94)

Morgan Freeman (88)

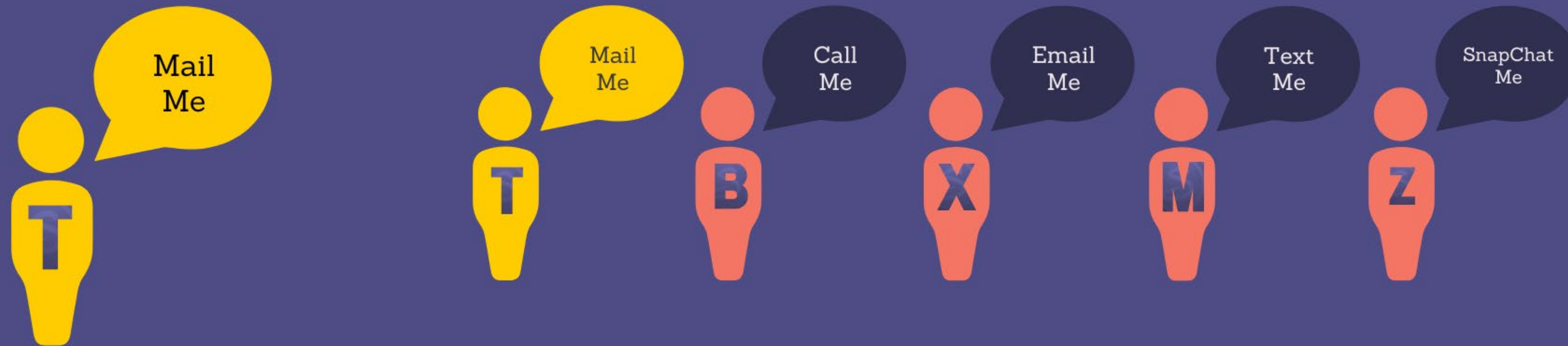
Joe Biden (82)

Martha Stewart (83)

Harrison Ford (83)

Clint Eastwood (95)

# Communication | Motivations | Values



Traditionalist: 1925-1945 (age: 80+)

- Prefer clear expectations
- Don't like to be rushed
- Face to face communication



# Traditionalist | Motivations | Values

18.29 million in the workforce

- Job security
- Promotions
- Long term care insurance, retirement funding
- Recognition within company

# Traditionalist | Motivations | Values

- Seniority and age correlate
- Work and family are separate
- Distinction between manager & employee
- Loyalty
- Physical labor
- Duty before fun
- Abides by rules, respects authority





# BABY BOOMERS



Baby Boomer: 1946-1964 (age: 61-79)

Bill Gates (69)

Oprah Winfrey (71)

Tom Hanks (69)

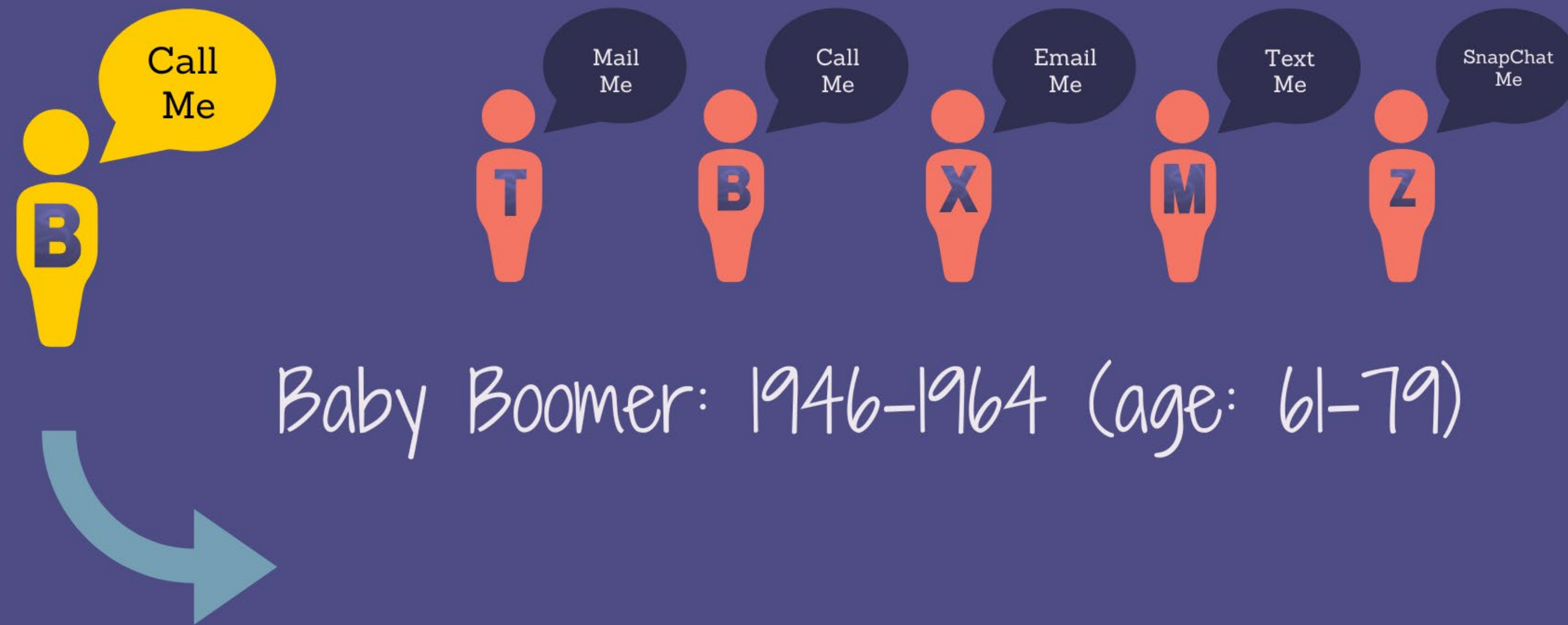
Jeff Bezos (61)

Donald Trump (79)

Tom Cruise (63)



# Communication | Motivations | Values



- Likes to be asked questions to understand issue
- Likes to be coached for improvement
- Face to face communication

# Baby Boomer | Motivations | Values

68.59 million in the workforce

- Job security
- Job status, prestigious job titles
- Parking spaces, size of office
- Recognition within company
- 401K, retirement funding



# Baby Boomer | Motivations | Values

- Company structure
- Workplace visibility
- Hard work
- Seniority and age correlate
- Work and family are separate
- Distinction between manager and employee
- Duty before fun





# GENERATION

# X





Gen X: 1965-1980 (age: 45-60)

Robert Downey Jr (60)

Ryan Reynolds (48)

Leonardo DiCaprio (50)

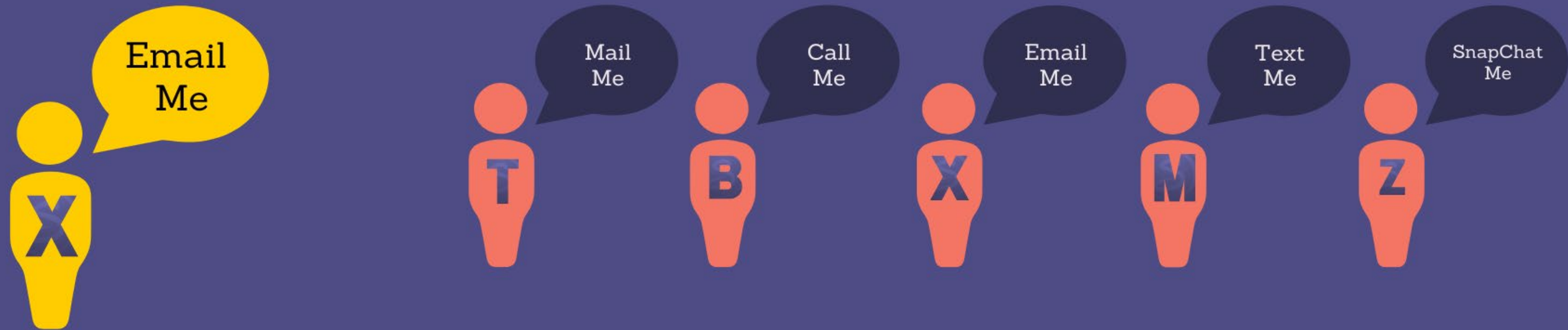
Julia Roberts (57)

Tiger Woods (49)

Snoop Dogg (53)



# Communication | Motivations | Values



Gen X: 1965-1980 (age: 45-60)



- Not afraid to ask questions (even of authority)
- Responds better to open ended questions
- Informal and more laid-back communication



# Gen X | Motivations | Values

65.37 million in the workforce

- Duty before fun
- Fun work environment
- Self-reliant
- Autonomy
- Informal recognition, day off
- Flexible work hours



# Gen X | Motivations | Values

- Committed to juggling work and family
- Resiliency
- Responsibility in the workplace
- Work/life balance





MILLENNIALS



Millennials: 1981-1996 (age: 29-44)

Drake (39)

Emma Stone (37)

Ryan Gosling (45)

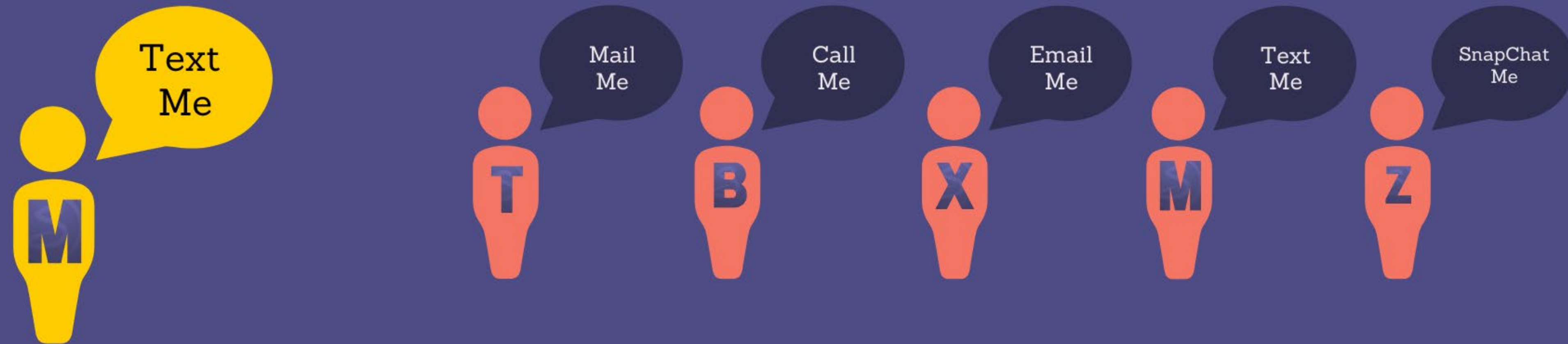
Taylor Swift (36)

Serena Williams (44)


Lionel Messi (38)



# Communication | Motivations | Values



Millennials: 1981-1996 (age: 29-44)

- 
- Create a clear picture of work environment
  - Conversation about their goals
  - Communicates informally

# Millennials | Motivations | Values

72.24 million in the workforce

- Opportunities for learning and growing
- Flexible schedules
- Personal enrichment and fulfillment
- Philanthropy



# Millennials | Motivations | Values

- Multitasking
- Ambition
- Learning and growth
- Searching for people with the same ideals
- Ethics and social responsibility



# GENERATION Z





Gen Z: 1997-2012 (age: 13-28)

Zendaya (29)

Billie Eilish (24)

Shai Gilgeous (27)

Sydney Sweeney (28)

Shawn Mendes (27)

Angel Reese (23)

# Communication | Motivations | Values



Gen Z: 1997-2012 (age: 13-28)



- Digital natives, FOMO (fear of missing out)
- Quick, easy, most convenient form of communication
- Always “on” generation



# Gen Z | Motivations | Values

69.58 million in the workforce

- WFH | work from home | hybrid | flexibility
- Be your own boss
- Less motivated by \$ than any other generation
- Inclusion, diversity, DEI
- Social rewards
- Mentorship and constant feedback

# Gen Z | Motivations | Values

- Entrepreneurial mindset
- Mental health
- Work/life balance
- Quickest forms/optimized work process
- DEI
- Authenticity, individuality





*“You may have the  
greatest bunch of  
individual stars in the  
world, but if they  
don’t play together,  
the club won’t be  
worth a dime.”*

Babe Ruth, Pitcher  
Major League Baseball



@ShannonLMcKain





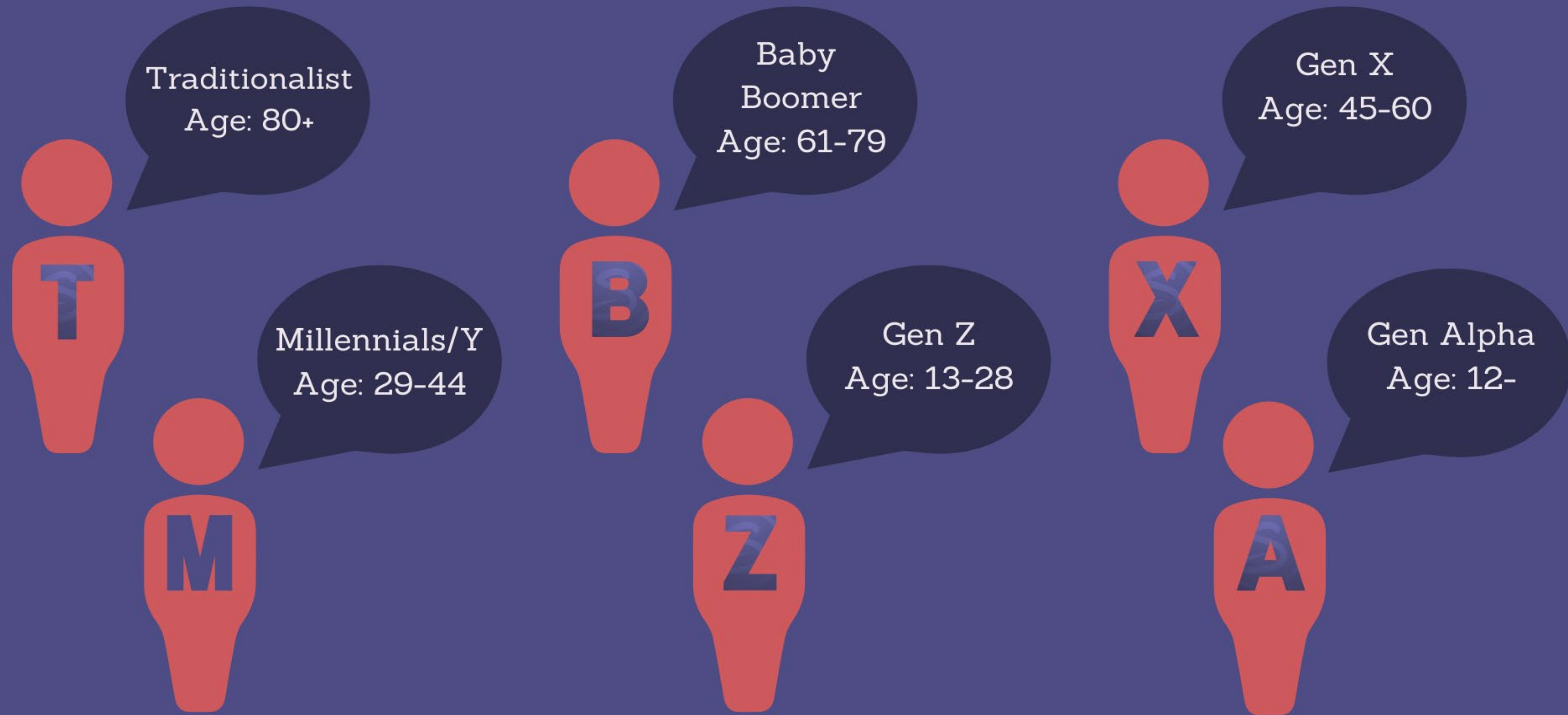
LET'S CREATE A  
HARMONIOUS  
WORKPLACE





# KEY TAKEAWAY #1

# Who are the generations?







# KEY TAKEAWAY #2

# Communication, motivations & values

- Perception on work
- Style of communication
- Relationship to technology
- View of authority
- Need for approval
- Perspective on resources
- Relationship to the team
- Response to policies/procedures



## COMMUNICATION

How do they communicate?



## MOTIVATIONS

What motivates them?



## VALUES

What do they value?





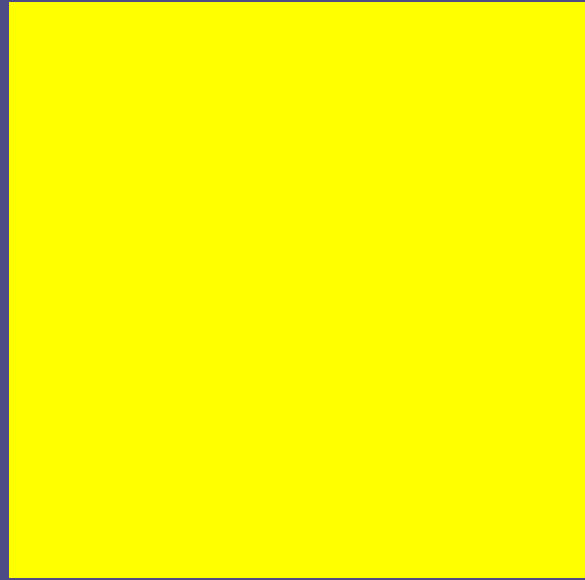


# KEY TAKEAWAY #3

# How personalities can contribute







**Punctuality**

**Order**

**Loyalty**

**In charge**

**Always right**



**Family spirit**

**Relationships**

**Growth**

**Creativity**

**Inclusion**



**Flexible**

**Fun**

**Big picture**

**Hands on**

**Witty**



**Follow through**

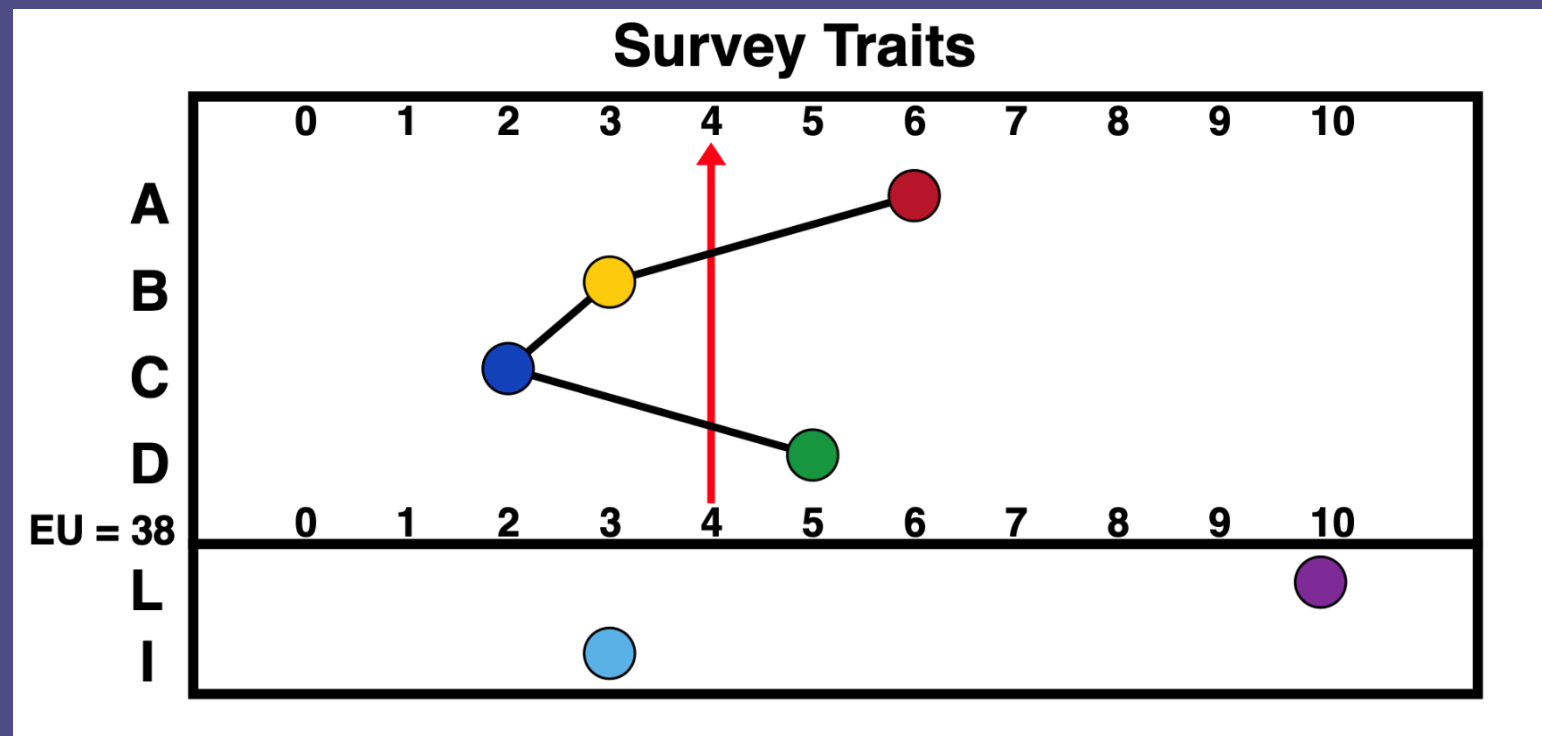
**Rational**

**Intelligence**

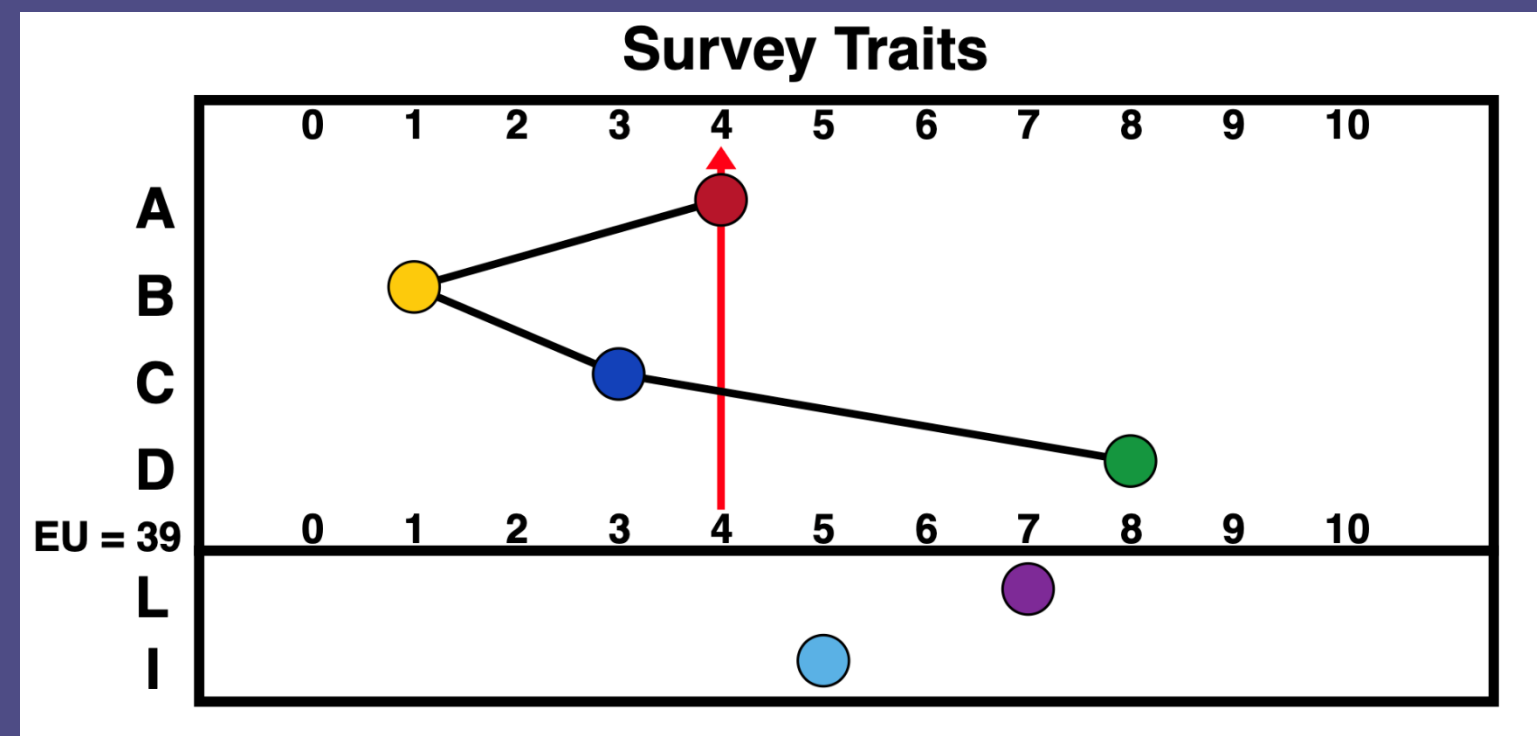
**Competence**

**Practical**

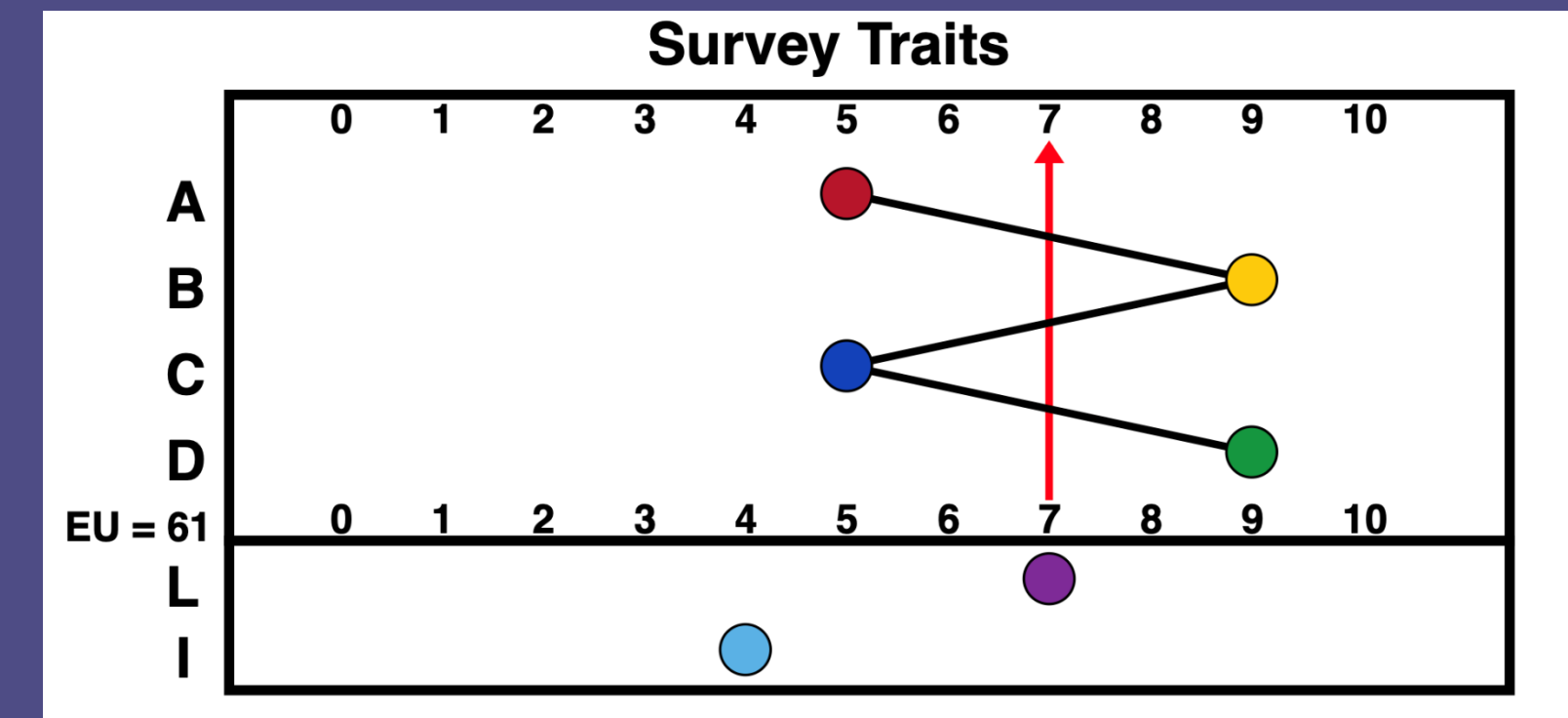
# Project Manager Candidates



- Independence & autonomy
- Setting goals
- Education & training
- Financial rewards
- Private recognition
- Fast-paced



- Details & data
- Facts & research
- Independence
- Personal space
- Private recognition
- Fast-paced



- Social connection
- Titles
- Teamwork & collaboration
- Harmony & communication
- Public recognition
- Fast-paced



*“Taking on a challenge is a lot like riding a horse. If you’re comfortable while you’re doing it, you’re probably not doing it right!”*

TED LASSO





# Across The Great Divide

How to make the  
generations work together



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