

International Association of Amusement Parks & Attractions 2010 Annual Conference

The “Generation Jeopardy” Game Show Top Ten Take-Aways

1. The Generations:

<p>Traditionals</p> <ul style="list-style-type: none"> • Born around 1925 - 1945 • Ages from 65 to 85 	<p>Generation X</p> <ul style="list-style-type: none"> • Born around 1965 - 1980 • Ages from 30 to 45
<p>Baby Boomers</p> <ul style="list-style-type: none"> • Born around 1946 - 1964 • Ages from 46 to 64 	<p>Generation Y</p> <ul style="list-style-type: none"> • Born around 1981 to 2001 • Ages from 9 to 29

2. Generational Events and Themes:

Baby Boomers:

Dick and Jane Readers 1930’s-1970’s
 Polio Vaccine 1955
 Availability of the “pill” 1960
 JF Kennedy assassination 1963
 Vietnam 1965
 First man on the moon 1969

New Freedom & Rock ‘n’ Roll Music

Generation X:

Assassination of ML King 1968
 Women’s Liberation Movement 1970
 Watergate/Energy Crisis 1973
 Elvis’ alleged death 1977
 Terry Fox’s Marathon of Hope 1980
 MTV 1981
 AIDS 1984

Independence & Latch Key Kids

Generation Y:

Challenger Disaster 1986
 Falling of the Berlin Wall 1989
 Oklahoma City Bombing 1995
 Clinton/Lewinski scandal 1998
 The Internet 1998
 Columbine High School Massacre 1999
 September 11th 2001

Guided & Greatness

3. Generational Values & Work Ethics

Baby Boomers Values:	Work Ethics:
<ul style="list-style-type: none"> • Optimistic • Idealistic • Team orientated • Personal gratification 	<ul style="list-style-type: none"> • Service oriented • Uncomfortable with conflict • Can be overly sensitive to feedback • Can be judgmental of those who see things differently

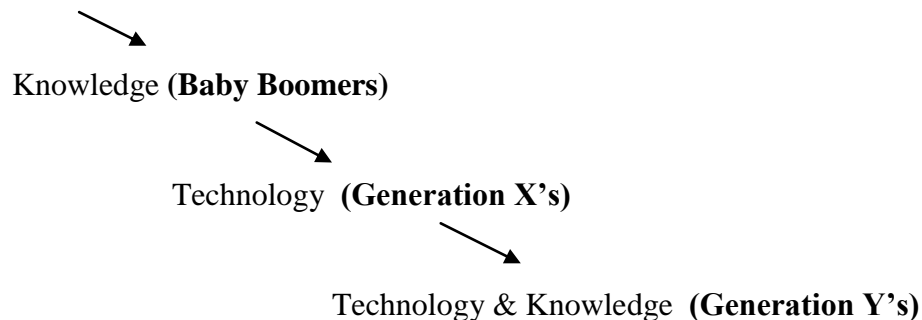
Generation X Values:	Work Ethics:
<ul style="list-style-type: none"> • Balance life/work • Technologically literate • Informal • Self-reliant • Reject rules • Practical • Involved in extreme sports 	<ul style="list-style-type: none"> • Work is “just a job” • Flexible hours • A right amount of supervision • Multi-tasking • Have lots to do and freedom to do it their way

Generation Y Values:	Work Ethics:
<ul style="list-style-type: none"> • Optimistic • Individualistic • Globally conscious • Confident • Achievement • Sociability • Celebrate diversity • Irrelevance of institutions 	<ul style="list-style-type: none"> • Technology savvy • Have trouble dealing with difficult people and issues • Collective action • Tenacious • Heroic spirit • Great multi-taskers

- 4. The Workplace:**
- 4% Traditionalists
 - 38% Baby Boomers
 - 32% Generation X
 - 25% Generation Y
- Reference: Bureau of Labor Statistics (2009)

5. Workplace Change:

Industrial (**Traditionals**)



6. Common Characteristics:

Baby Boomers: Live to work

- They are the generation of workaholics
- Focus on taking care of their families and providing for future generations
- Still believe in a hierarchical system

Generation X: Work to live

- They focus on finding ways to balance work and home
- They are independent
- Question change and challenge
- Technology can be uncomfortable and intimidating

Generation Y: Live for me

- They have known prosperous times
- They have been pampered, nurtured and programmed since toddlerhood
- Their parents are very active in their lives
- Make jobs accommodate family and personal life
- Love change and challenge
- Technology is innate and necessary

7. Generations have different needs:

- | | |
|-------------------------|---------------|
| - interview techniques | - feedback |
| - communication | - meetings |
| - job assignments | - training |
| - degree of interaction | - assessments |
| - incentives/rewards | - supervision |
| - projects | - technology |

Example of generational differences:

Statement: "That report needs to get done"

Interpretation:

Baby Boomer: It must be done and done now.

Generation X: Good observation, I will get to it soon.

Generation Y: Let's get everyone together to work on this.

8. Generational Goals

Retain generations so older employees can mentor the younger generations and provide . . .

. . . a transfer of knowledge and leadership

. . . talent management that is aligned

. . . succession based on leadership and coaching

9. Lead and Manage Generations

Baby Boomers (Optimistic)

- Lead : pay your dues
- : challenge authority
- Manage : teamwork is valued and encouraged
- : public recognition

Appeal to: participation and recognition

Generation X (Sceptic)

- Lead : competence must be obvious
- : unimpressed with authority
- Manage : there are better ways to do things
- : high standards for performance
- : show expertise (not micromanage)
- : advancement/recognition based on merit

Appeal to: independence

Generation Y (Realistic & Confident)

- Lead : egalitarian
- : uncertain of authority
- : want leaders to be their friends
- Manage : provide feedback (formal & informal)
- : recognize ideas and opinions
- : self-development and flexible schedule
- : job meets their needs (and has meaning)
- : “techspectrum”

Appeal to: contribution and learning

10. Retain Generations:

- Baby Boomer: degree of control
- Generation X: tasks and independence
- Generation Y: instructions and guidance

Thank you for your participation and enthusiasm. I look forward to talking with you about generational strategies and training ideas for your company. Good luck and all the best.

Pam

Pam Paquet CSP, CCC, MEd, BA
Pam Paquet & Associates Corporate Training
Vancouver, British Columbia, Canada
E-mail: pam@thepossibilities.ca
Business: 604-468-9094
Cell: 604-349-8660